



## **Culinary Artists Showcase Their Talents in Carnival Corp. & Plc's Cake Contest Commemorating Company's 100th Cruise Ship**

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### ***Team from Holland America Line's Rotterdam Earns Top Honors for Highly Elaborate Culinary Creation, Wins \$10,000 Toward Crew Celebration***

MIAMI (May 12, 2011) – In a unique competition that showcased the incredible talents of its culinary artists, Carnival Corporation & plc (NYSE/LSE: CCL; NYSE: CUK) invited pastry chefs from across its 10 worldwide brands to create custom-designed cakes to commemorate the historic launch of the company's 100th cruise ship, Carnival Magic.

The chefs certainly were up to the task, creating dozens of highly imaginative confections in recognition of this unprecedented cruise industry achievement.

In the end, the team from Holland America Line's Rotterdam was deemed the winner for their elaborate series of 10 cruise ship-shaped cakes, each representing a different Carnival Corporation & plc brand, along with a three-tiered cake that paid homage to Holland America's role in the 100th ship achievement. For their efforts, the Rotterdam team earned the grand prize of \$10,000 to be used for a fun-filled crew celebration.

The Rotterdam's winning entry, along with a sampling of the honorable mention entries submitted by the company's cruise brands, can be viewed [here](#).

"Deciding the grand prize winner was extremely difficult given the quality and creativity of the entries," said Micky Arison, Carnival Corporation & plc chairman and CEO. "I would like to thank all of the chefs from across our brands for their fantastic efforts and personally congratulate the team from the Rotterdam for their incredible culinary artistry in celebrating our 100th ship."

Carnival Magic made history last month when she debuted in Europe, becoming the 100th vessel of Carnival Corporation & plc, whose origins began with the launch of the company's first ship, Carnival Cruise Lines' TSS Mardi Gras, in 1972.

In addition to the cake competition for its shipboard teams, Carnival Corporation & plc provided guests sailing aboard its 100 ships an opportunity to participate in the celebration with a complimentary champagne toast late last month. All told, more than 227,000 guests participated in the toast, believed to be the largest celebration of its kind at sea.

Carnival Corporation & plc is the largest cruise vacation group in the world, with a portfolio of cruise brands in North America, Europe, Australia and Asia, comprised of Carnival Cruise Lines, Holland America Line, Princess Cruises, Seabourn, AIDA Cruises, Costa Cruises, Cunard, Ibero Cruises, P&O Cruises (UK) and P&O Cruises (Australia).

Carnival Corporation & plc also operates Holland America Princess Alaska Tours, the leading tour company in Alaska and the Canadian Yukon. Traded on both the New York and London Stock Exchanges, Carnival Corporation & plc is the only group in the world to be included in both the S&P 500 and the FTSE 100 indices.

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