



Got Winter Blues, Chicago? Take Virtual Reality Cruise with Carnival Corporation

February 25, 2016

World's largest leisure travel company debuts virtual reality lounge at AT&T's flagship store so Chicagoans can "warm up" on a luxury cruise ship -- with chance to win one of 10 free cruises

Locals can also check out traveling cruise ship deck "sailing" streets of Chicago all week long

CHICAGO, Feb. 25, 2016 /PRNewswire/ -- Carnival Corporation, the world's largest leisure travel company, today announced it is offering Chicago a welcome respite from the winter blues.



On Saturday, Feb. 27, locals can make plans to "warm up" at a virtual reality lounge for a virtual cruise at AT&T's Magnificent Mile flagship store and see in 3D why cruising is one of the world's fastest growing vacation options. And all week long, locals can check out Carnival Corporation's traveling cruise ship deck "sailing" the streets of Chicago. Additionally, consumers can enter a sweepstakes¹ for a chance to win one of 10 free cruises from three Carnival Corporation brands – Carnival Cruise Line, Holland America and Princess Cruises.

At the AT&T flagship store on Saturday, visitors can enjoy a break from the winter chill and relax in a "VR Lounge," a simulation of the deck of a cruise ship at sea, featuring lounge chairs and palm trees to complete the cruise experience showcased in a VR video presented by Carnival Corporation in conjunction with AT&T and Samsung.

Chicagoans can experience a luxury cruise ship's decks, staterooms, entertainment venues and other compelling features. The simulator will showcase ships from the company's Carnival Cruise Line, Holland America Line and Princess Cruises brands, along with beach and excursion offerings in Mexico, Spain and other popular destinations.

The VR simulation uses Samsung Gear VR², powered by Oculus, and will be available until March 11 in 133 stores across 37 states. However, only Saturday's event at AT&T's Magnificent Mile store offers the VR Lounge, which includes a "mocktail" bar, caricature station, hand massages, a green screen photo booth, live Carnival Cruise Line DJ and an appearance by iHeart radio personality Rufio from Chicago's 103.5 KISS-FM.

Additionally, now through Saturday, Carnival Corporation is "sailing" the streets of Chicago with a glass-bodied truck featuring a traveling cruise ship deck. It is a chance to meet models and brand ambassadors, who can provide information and promotions to encourage people to think of taking a cruise when planning their next vacation.

"We know people in Chicago are hardy, but we also know winters are rough, so we thought this would be a good time to help Chicago get a break from the winter blues," said Ken Jones, vice president of corporate marketing for Carnival Corporation. "Our virtual cruise may only warm up folks for a short while, but we hope it also inspires them to consider going on a cruise when planning their next vacation. Millions of people have made cruising the fastest growing vacation option in the world, and we are always looking to introduce people to why it's a great vacation and exceptional value, especially when compared to a land-based vacation."

Join the Fun That's Taking Place Nationwide

As part of the ongoing promotion, consumers locally or anywhere else across the country can enter a free Carnival Corporation sweepstakes¹ via an in-store tablet or online at www.vrcruisewlcl.com. Participants will be eligible to win one of 10 seven-day cruises onboard the company's Carnival Cruise Line, Holland America Line and Princess Cruises brands. Contest rules are available at <http://www.vrcruisewlcl.com/terms-and-conditions/>.

The flurry of activities in Chicago is part of Carnival Corporation's nationwide initiative that kicked off last week, encouraging consumers to visit select AT&T stores across the nation to experience a fully immersive virtual reality cruise experience. Available now through March 11 in 133 AT&T stores across 37 states, consumers can trial a unique experience on the Samsung Gear VR. A full list of 133 participating AT&T locations is available at <http://www.vrcruisewlclredemption.com/locations/>. Additionally, approximately 1100 more stores will have the content available via a Samsung Gear

VR headset in-store.

Consumers who purchase a Samsung Galaxy S7, Galaxy S7 edge, Galaxy S6, Galaxy S6 edge, Galaxy S6 edge+ or Galaxy Note5 smartphone at one of the key 133 AT&T locations during the promotion will be eligible for onboard credit for select future cruises on select Carnival Corporation brands – Carnival Cruise Line: \$25 toward a 3-5 day cruise or \$100 toward a 6+ day cruise; Holland America Line & Princess Cruises: \$100 towards a 7-day or more cruise.

Carnival Cruise Credit offer ends March 24, 2016. Req's installment agmt & elig. svc. Tax due at sale. If svc cancelled device balance is due. Get onboard credit within 60 days after register and submit proof of purchase to Carnival. Credit provided by Carnival and subject to its own terms & conditions. Charges & restrictions apply. See a participating store for offer details.

Consumers who preorder a Samsung Galaxy S7 or Galaxy S7 edge at the AT&T Michigan Avenue store, from 10am – 5pm, Saturday February 27th can cruise into the exciting world of virtual reality with a free Gear VR powered by Oculus, plus a 6-game bundle – an estimated \$150* value. This promotion will last for a limited time only, while supplies last. Visit <https://Promos.samsungpromotions.com/MichiganAve/Rules> for more information. Other AT&T consumers around the country who want to participate in the offer can go to samsungpromotions.com to learn more.

**Smartphone available for preorder only through March 10, 2016. Gear VR suggested retail price is \$99.99, 6-game bundle is estimated at \$50 value. See <https://Promos.samsungpromotions.com/MichiganAve/Rules> for the Terms and Conditions governing such qualifying purchases. Qualifying purchases from other participating retailers will be subject to terms and conditions outlined by the respective carrier or retailer for point of sale redemption.*

About Carnival Corporation & plc

Carnival Corporation & plc (NYSE/LSE: CCL; NYSE: CUK) is the largest leisure travel company in the world, and among the most profitable and financially strong in the industry. With a portfolio of 10 cruise brands in North America, Europe, Australia and Asia, comprised of Carnival Cruise Line, Fathom, Holland America Line, Princess Cruises, Seabourn, AIDA Cruises, Costa Cruises, Cunard, P&O Cruises (Australia) and P&O Cruises (UK).

Together, these brands operate 99 ships totaling 216,000 lower berths with 17 new ships scheduled to be delivered between 2016 and 2020. Carnival Corporation & plc also operates Holland America Princess Alaska Tours, the leading tour companies 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&P500 and the FTSE 100 indices.

Additional information can be found on www.carnival.com, www.fathom.org, www.hollandamerica.com, www.princess.com, www.seabourn.com, www.aida.de, www.costacruise.com, www.cunard.com, www.pocruises.com.au and www.pocruises.com.

¹Corporation Virtual Reality Sweepstakes Official Rules

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCE OF WINNING. VOID WHERE PROHIBITED BY LAW.

Sweepstakes Period: The Virtual Reality Sweepstakes (the "**Sweepstakes**") begins on February 19, 2016 and ends March 11, 2016 (the "**Sweepstakes Period**"). Times to enter the Sweepstakes are based on the method of entry. Entries made in a Store shall be subject to the participating Store's operating hours during the Sweepstakes Period. Entries through the Site shall be permitted during the Sweepstakes Period beginning at 12:00:00 A.M. (U.S. Eastern) on February 19, 2016 and ending at 11:59:59 P.M. (U.S. Eastern) on March 11, 2016. Entries by mail shall be subject to the terms below.

Who May Enter: THIS SWEEPSTAKES IS OPEN TO LEGAL RESIDENTS OF THE 50 UNITED STATES AND THE DISTRICT OF COLUMBIA WHO ARE 21 YEARS OF AGE OR OLDER. The following persons are not eligible to enter the Sweepstakes: (a) employees or officers of Carnival Corporation ("**Sponsor**"), Carnival plc, or their respective affiliates or subsidiaries; (b) employees or officers of AT&T Mobility, LLC, or its affiliates, parent company or subsidiaries; (c) employees or agents of any organizations directly involved with this Sweepstakes; (d) immediate family members (parent, child, sibling and spouse of each) and persons living in the same household as the persons identified in (a) through (c) above.

Full terms and conditions available here: <http://www.vrcruisewlcl.com/terms-and-conditions/>.

²Not for use by children under 13.

Photo - <http://photos.prnewswire.com/prnh/20160225/337689>

To view the original version on PR Newswire, visit: <http://www.prnewswire.com/news-releases/got-winter-blues-chicago-take-virtual-reality-cruise-with-carnival-corporation-300226596.html>

SOURCE Carnival Corporation & plc

Carnival Media Contacts, Roger Frizzell, Carnival Corporation, RFrizzell@Carnival.com, (305) 406-7862, or Mike Flanagan, LDWWgroup, Mike@LDWWgroup.com, (727) 452-4538