



Holland America Line Named as a 2016 World's Most Ethical Company by Ethisphere Institute for Fifth Consecutive Year

March 8, 2016

Seattle, Wash., March 8, 2016 – For the fifth consecutive year, Holland America Line was named among the “World’s Most Ethical Companies” by Ethisphere Institute, a leading business ethics think tank. The company secured its spot on the list by implementing and promoting the highest ethical business standards and practices both internally and in the community.

“Every year is another opportunity for Holland America Line to further our ethical practices, and to be recognized for five consecutive years by Ethisphere Institute shows that we’re exceeding our own high ethical standards,” said Orlando Ashford, president of Holland America Line. “It is an honor to be named among the highest caliber of like-minded companies, and we’ll continue to set goals that challenge us to keep raising the bar.”

2016 World’s Most Ethical Companies

Named in the Lodging, Leisure and Recreation category, Holland America Line is one of 130 total honorees representing 54 industries from around the world.

In selecting the World’s Most Ethical Company winners, Ethisphere Institute organized its criteria for 2016 into five core categories: Ethics and Compliance Program; Corporate Citizenship and Responsibility; Culture of Ethics; Governance; and Leadership, Innovation and Reputation.

This is the 10th year Ethisphere has published the World’s Most Ethical Company rankings. Ethisphere reviewed hundreds of companies and evaluated a record number of applications utilizing its proprietary methodology through in-depth research and multistep analysis, naming the companies that surpassed their industry peers to this year’s World’s Most Ethical Companies list.

“Companies rely on Ethisphere to continually raise and measure the standards of corporate behavior. Those that demonstrate leadership in areas like citizenship, integrity and transparency create more value for their investors, communities, customers and employees, thus solidifying a sustainable business advantage,” said Ethisphere’s Chief Executive Officer Timothy Erblich. “Congratulations to everyone at Holland America Line for being recognized as a World’s Most Ethical Company.”

About the Ethisphere Institute

Ethisphere Institute is the global leader in defining and advancing the standards of ethical business practices that fuel corporate character, marketplace trust and business success. Ethisphere has deep expertise in measuring and defining core ethics standards using data-driven insights that help companies enhance corporate character.

Ethisphere honors superior achievement through its World’s Most Ethical Companies recognition program, provides a community of industry experts with the Business Ethics Leadership Alliance and showcases trends and best practices in ethics with *Ethisphere Magazine*. Ethisphere also is the leading provider of independent verification of corporate ethics and compliance programs that include Ethics Inside Certification and Compliance Leader Verification. More information about Ethisphere can be found at ethisphere.com.

For more information about Holland America Line, consult a travel professional, call 1-877-SAIL HAL (877-724-5425) or visit hollandamerica.com.

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Find Holland America Line on [Twitter](#), [Facebook](#) and the [Holland America Blog](#). Access all social

media outlets via the [Online Communities](#) quick link on the home page at hollandamerica.com.

About Holland America Line [a division of Carnival Corporation and plc (NYSE: CCL and CUK)]

Holland America Line's fleet of 13 ships offers more than 500 cruises to more than 400 ports in 98 countries, territories or dependencies around the world. From shorter getaways to 115-day itineraries, the company's cruises visit all seven continents with highlights including Antarctica explorations, South America circumnavigations and exotic Australia/New Zealand and Asia voyages; four annual Grand Voyages; and popular sailings to the Caribbean, Alaska, Mexico, Canada/New England, Bermuda, Europe and the Panama Canal. The line currently has a new 2,650-guest ship, *ms Koningsdam*, on order for delivery in April 2016, as well as a second Pinnacle Class ship due for delivery in November 2018.

The company recently announced \$300 million in brand enhancements to secure its position at the leader in premium cruising. Fleetwide, the ships feature innovative initiatives and a diverse range of enriching experiences focused on destination immersion and personalized travel. Guests can expand their knowledge on board at the Culinary Arts Center, presented by Food & Wine magazine; Explorations Café, powered by The New York Times; and Digital Workshop powered by Windows. Outstanding entertainment fills each evening at venues including Lincoln Center Stage, Billboard Onboard and B.B. King's Blues Club. The dining experience can be savored at a variety of restaurants with menus that feature selections from Holland America Line's esteemed Culinary Council that comprises world-famous chefs who design dishes exclusively for our guests.

CONTACT: Sally Andrews
PHONE: 800-637-5029
EMAIL: pr@hollandamerica.com