



Costa Group Asia Partners with Hello Kitty to Offer Themed Vacations in China

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Costa Group Asia and Sanrio Company Ltd. will enter into a two-year strategic partnership to launch the first ever Hello Kitty design tailor-made for a cruise liner

Shanghai, June 27, 2016 — —Costa Group Asia together with Sanrio Company Ltd. announced the launch of the first Hello Kitty designed specifically for use on a seagoing vessel, providing exceptional cruise vacations for Chinese passengers in the upcoming summer.

Under a two-year strategic partnership agreement, the specially designed Costa Hello Kitty will be introduced on three of Costa Group Asia's China-based vessels -- Costa Atlantica, Costa Serena and Costa Fortuna -- pairing the much loved Hello Kitty with the ships' elegant Italian style to deliver a unique cruising experience. Passengers will enjoy Hello Kitty-themed cabins with walls and doors featuring the image of Hello Kitty and her dolls. The iconic image will also be presented on soft sheets and fluffy pillows.

In 2006, Costa Group Asia became the first international cruise company to enter the China market. The innovative spirit and intuitive understanding of what Chinese passengers desire comes naturally to the brand, which is celebrating its 10th anniversary in China this year. Appealing to Chinese children and adults alike, this joint effort will further cultivate the "cruise is the destination" concept and create a new cruise holiday experience for passengers of all ages.

"Over the past decade, Costa Group Asia has understood the market in China better than any other player and we will remain committed to providing the most innovative and high-quality cruise products for our Chinese passengers," said Buhdy Bok, Costa Group Asia president. "Costa Group Asia is dedicated to making strong partnerships with leading brands across diversified fields. Together with Sanrio Company Ltd., we hope that we can combine our Italian style cruises with the image of Hello Kitty to provide special voyages full of happiness and joy for our passengers."

Home to more than 500 endearing characters including Hello Kitty, Sanrio is a global lifestyle brand founded on the "small gift, big smile" philosophy – that a small gift can bring happiness and friendship to people of all ages. Since 1960, this philosophy has served as the inspiration for a broad range of unique products and experiences.

About Costa Group

The Costa Group is the leading cruise company in Europe. The 26 ships of Costa Cruises, AIDA Cruises and Costa Asia brands have a combined capacity of 72,000 beds. The fleet will be further expanded with the addition of 7 new vessels by 2020. The company has a global workforce of 27,000 employees working onboard and in its 20 offices in 14 countries.

Costa Group was the first international cruise company to operate homeport cruises in the China market, starting operations in 2006. For the past 10 years, Costa Group has upheld the principle of customer service and focuses on innovation and excellence to bring Chinese passengers the most creative and high-quality cruise products with the flavor of "Italy at Sea".

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