



## Carnival Corporation's OceanMedallion™ Receives Red Dot Award

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### Prestigious international recognition is company's fifth innovation award in five months

MIAMI, April 4, 2019 /PRNewswire/ -- [Carnival Corporation & plc](#) (NYSE/LSE: CCL; NYSE: CUK), the world's largest leisure travel company, today announced its revolutionary OceanMedallion wearable has won the 2019 Red Dot Award for Product Design. Now in its 60<sup>th</sup> year, the Red Dot design competition attracted more than 18,000 submissions from designers and manufacturers from all over the world in 2019 with the product design category receiving more than 5,500 entries from 55 countries.

"We're honored that elite design and innovation organizations like Red Dot continue to recognize the OceanMedallion for its game-changing impact on the guest experience and the leisure travel category," said John Padgett, chief experience and innovation officer for Carnival Corporation. "This past week alone, more than 10,000 guests on board three magnificent ships from Princess Cruises have enjoyed a MedallionClass™ vacation. The most rewarding aspect is that the guest-centric Medallion design ensures that an enhanced, personalized and simplified experience unfolds before guests without them giving the enabling technology a second thought."

The Medallion is a proprietary wearable, quarter-sized device that seamlessly connects a cruise guest's unique digital identity with a patented intelligent shipboard Experience Internet of Things™ (xIoT™) ecosystem to enhance guest-crew interactions and deliver a high level of service and personalized attention.

The Medallion enables keyless stateroom entry, hassle-free payment, turn-by-turn shipboard wayfinding, shipmate locator and personalized itineraries; speeds up embarkation; facilitates on-demand services like ordering food, drinks and retail items; powers anywhere wagering; and more. MedallionClass vacations enabled by the Medallion are currently available for all guests sailing on three Princess Cruises Ships – Caribbean Princess, Regal Princess and Royal Princess.

The award is the fifth prestigious recognition Carnival Corporation's patented IoT innovations have received in the past five months. In November, CES recognized the company as a CES 2019 Innovations Award Honoree for the OceanMedallion. In December, the company received a 2018 Gold New York Design Award for Digital IoT for its Ocean Guest Experience Platform. Early this year, IoT Breakthrough awarded the Medallion with its 2019 IoT Wearables Innovation of the Year and last month the OceanMedallion was announced as a 2019 Edison Awards Finalist.

### About Carnival Corporation & plc

Carnival Corporation & plc is the world's largest leisure travel company and among the most profitable and financially strong in the cruise and vacation industries, with a portfolio of nine of the world's leading cruise lines. With operations in North America, Australia, Europe and Asia, its portfolio features Carnival Cruise Line, Princess Cruises, Holland America Line, Seabourn, P&O Cruises (Australia), Costa Cruises, AIDA Cruises, P&O Cruises (UK) and Cunard.

Together, the corporation's cruise lines operate 104 ships with 243,000 lower berths visiting over 700 ports around the world, with 19 new ships scheduled to be delivered through 2025. 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.

With a long history of innovation and providing guests with extraordinary vacation experiences, Carnival Corporation has received thousands of industry awards – including recognition by the Consumer Technology Association™ as a CES® 2019 Innovation Awards Honoree for the OceanMedallion™. A revolutionary wearable device that contains a proprietary blend of communication technologies, the OceanMedallion enables the world's first interactive guest experience platform transforming vacation travel on a large scale into a highly personalized level of customized service. The prestigious CES Innovation Awards honor outstanding design and engineering in consumer technology products.

Additional information can be found on [www.carnival.com](http://www.carnival.com), [www.princess.com](http://www.princess.com), [www.hollandamerica.com](http://www.hollandamerica.com), [www.seabourn.com](http://www.seabourn.com), [www.pocruises.com.au](http://www.pocruises.com.au), [www.costacruise.com](http://www.costacruise.com), [www.aida.de](http://www.aida.de), [www.pocruises.com](http://www.pocruises.com) and [www.cunard.com](http://www.cunard.com).

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Roger Frizzell, Carnival Corporation, rfrizzell@carnival.com, (305) 406-7862; Mike Flanagan, LDWW, mike@ldwwgroup.com, (727) 452-4538