



## **Five Carnival Corporation & plc Brands to Launch On Deck for the Cure(TM) Breast Cancer Fundraising Initiative**

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Effort Aims to Raise \$1 Million for Susan G. Komen for the Cure

MIAMI, March 30 /PRNewswire-FirstCall/ -- Five Carnival Corporation & plc brands -- Holland America Line, Carnival Cruise Lines, Seabourn Cruise Line, Costa Cruises, and Princess Cruises -- have joined together to launch "On Deck for the Cure," an innovative fundraising initiative benefiting Susan G. Komen for the Cure.

With a goal to raise \$1 million for breast cancer research, On Deck for the Cure is modeled after a similar program launched last year by Holland America and encompasses fundraisers on dozens of the brands' ships, with guests making a donation benefiting Komen for the Cure and participating in five-kilometer walks and other activities on the vessels' open decks.

In addition to the fundraising component, On Deck for the Cure is designed to raise consumer awareness regarding breast cancer, one of the leading causes of death for women in the U.S. "Carnival Corporation & plc brands have been longtime supporters of breast cancer research and the On Deck for the Cure initiative takes this support to another level by providing our guests an opportunity to join with their fellow cruisers on a fun group activity to raise money for a truly worthwhile cause," said Jack Anderson, Carnival Corporation & plc's vice president of marketing.

Brands participating in On Deck for the Cure include:

Holland America Line -- On all of Holland America's 13 vessels, guests are invited to make a \$15 donation and participate in a five-kilometer walk around the ship's upper deck wearing a custom-designed T-shirt and wristband. A post-walk pink lemonade reception -- signifying the color associated with breast cancer research -- is held for all walkers. This program, which officially began in April 2006, has raised more than \$300,000 already.

Carnival Cruise Lines -- Aboard the "Fun Ships," guests are encouraged to make a minimum \$10 donation and partake in a five-kilometer walk around the ships' jogging track. The fundraisers, held initially on the Miami-based Carnival Valor and Fascination, are promoted within the Carnival Capers daily shipboard newsletter.

Costa Cruises -- Featured on Costa's two Fort Lauderdale, Florida-based ships, the Costa Mediterranea and Costa Fortuna, during the vessels' Caribbean cruise seasons, guests participating in On Deck for the Cure activities on these vessels make an \$18 donation and then enjoy a five-kilometer stroll on the ships' upper deck.

Princess Cruises -- Following a five-kilometer walk on the ships' promenade decks, participants on Princess' 17 ships enjoy a post-walk reception poolside with refreshments and snacks. The minimum donation is \$15 and all participants receive a special baseball cap with the On Deck for the Cure and Komen logos.

The Yachts of Seabourn -- The intimate size of Seabourn's 208-passenger ships limits the opportunities for hosting a five-kilometer walk. Instead, the line conducts "Quiz for the Cure" team trivia contests in which participants can make a voluntary \$25 donation and receive a special "On Deck for the Cure" visor and wristband.

"Susan G. Komen for the Cure is dedicated to ending breast cancer forever. Cause-related marketing programs such as the On Deck for the Cure initiative are an integral part of our mission, helping us reach millions of consumers with life-saving breast health messages and raising funds that support breast cancer research and community outreach programs. We are extremely grateful to Carnival Corporation & plc for their continued support in our fight against breast cancer," said Nancy Brinker, founder of the Susan G. Komen Breast Cancer Foundation.

About Carnival Corporation & plc

Carnival Corporation & plc is the largest cruise vacation group in the world, with a portfolio of cruise brands in North America, Europe and Australia, comprised of Carnival Cruise Lines, Holland America Line, Princess Cruises, Seabourn Cruise Line, Windstar Cruises, AIDA Cruises, Costa Cruises, Cunard Line, Ocean Village, P&O Cruises and P&O Cruises Australia. Together, these brands operate 82 ships totaling 147,000 lower berths with 19 new ships scheduled to enter service between April 2007 and June 2011. Carnival Corporation & plc also operates Holland America Tours and Princess 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&P 500 and the FTSE 100 indices.

About Susan G. Komen Breast Cancer Foundation

Nancy G. Brinker promised her dying sister, Susan G. Komen, she would do everything in her power to end breast cancer forever. In 1982, that promise became Susan G. Komen for the Cure and launched the global breast cancer movement. Today, Komen for the Cure is the world's largest grassroots network of breast cancer survivors and activists fighting to save lives, empower people, ensure quality care for all and energize science to find the cures. Thanks to events like the Komen Race for the Cure, we have invested nearly \$1 billion to fulfill our promise, becoming the largest source of nonprofit funds dedicated to the fight against breast cancer in the world. For more information about Susan G. Komen for the Cure, breast health or breast cancer, visit <http://www.komen.org>

SOURCE Carnival Corporation

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