



Princess Cruises Brings Guests Closer to Shark Week through New Discovery at Sea Partnership

June 19, 2015

SANTA CLARITA, Calif. (June 19, 2015) – As part of the recently announced [Discovery at Sea](#) program, in partnership with Discovery Consumer Products, the licensing arm of Discovery Communications, [Princess Cruises](#) is bringing guests closer than ever to the entertainment phenomenon of [Shark Week](#) with premiere television content, onboard parties, trivia games, giveaways and even shark-themed culinary bites and beverages.

Shark Week at Sea will challenge adults and kids alike with activities designed to surprise, amuse, educate and create an appreciation for these tremendously misunderstood denizens of the deep.

"We know how wildly popular Shark Week is worldwide and we're excited to bring even more fun, education and entertainment to our guests," said Jan Swartz, Princess Cruises president. "Through our Discovery at Sea partnership, we offer our guests exclusive themed activities and TV content we know they will enjoy."

Princess guests fleetwide can enjoy Shark Week year round with the following onboard activities:

Fish Stories About Sharks - Guests will learn amazing and interesting facts about sharks through a quiz-style participative activity, hosted by the Cruise Staff. The theme will be fun and humor separating truth from "fish tales."

Swim with the Sharks – An interactive competition will have guests taking part in various fun, active and hilarious challenges. At the end of five rounds the contestant or team who has won the most challenges ultimately wins the game.

Guess the Number of Shark Teeth in the Jar – A strategically located jar filled with "faux" shark teeth along with entry slips allow guests to participate anytime during the cruise for a chance to guesstimate the correct number.

Premiere TV Content – Before Shark Week airs, July 5-12 on Discovery Channel, Princess guests will get a sneak peek at select trailers and promotional spots, as well as a first look at "Ninja Sharks," a new special exploring six sharks with unique adaptations that have evolved over millions of years making them the most lethal of their kind.

Additionally, each year Princess Cruises will offer select cruises with enhanced Shark Week experiences, giveaway items and culinary bites and beverages. To kick off Shark Week at Sea in 2015, guests aboard four voyages – [Golden Princess](#) departing San Francisco on June 21 and July 1 and [Ruby Princess](#) departing Seattle on June 28 and July 5 – will not only enjoy the sights of their [Alaska cruise](#) and the Discovery at Sea activities, they will also be treated to the following limited-time only Shark Week offerings:

Décor & Giveaways – One elevator on each ship will be wrapped to appear as though guests are inside a shark cage and public restrooms will feature themed mirror decals. Families traveling with kids 3-12 years old will receive a rubber shark toy at turndown and special prizes for Shark Week activities including shark fin hats. Kids will also be treated to special shark-themed activities including crafts, t-shirt decorating, temporary tattoos and face painting.

Shark Week Premiere Party – Each cruise ship will host premiere parties to live stream Shark Week content and roll out the blue carpet, complete with a Shark Week themed backdrop for photos. Guests will also enjoy themed table top decals, trivia games and giveaways.

Bites & Beverages – Shark cakes created by Princess pastry chefs, as well as ice and fruit carvings will be on display in the atrium for guests to enjoy. Shark cookies will also be offered in the International Café and during daily Atrium milk and cookie hour, as well as specialty shark-themed cocktails and custom drink koozies.

Entertainment – Even onboard comedians will keep guests *in stitches* with shark-themed humor, while casino lovers can test their luck at blackjack and craps tables wrapped with shark-themed images. Costumed sharks will make appearances around the ship and special photo borders and green screens will be available for the ultimate photo opportunities and selfies.

About Discovery at Sea:

The Discovery at Sea partnership, which debuted in 2015, creates new memorable vacation experiences for the whole family. From Stargazing to activities featuring Discovery hit shows such as *MythBusters*, *Deadliest Catch* and *Gold Rush* to immersive Discovery and Animal Planet shore excursions, Princess guests will come back with a story to tell.

Additional information about Princess Cruises is available through a professional travel consultant, by calling 1-800-PRINCESS (1-800-774-6237), or by visiting the company's website at princess.com.

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About Discovery Communications:

Discovery Communications (Nasdaq: DISCA, DISCB, DISCK) is the world's #1 pay-TV programmer reaching nearly 3 billion cumulative subscribers in more than 220 countries and territories. For 30 years Discovery has been dedicated to satisfying curiosity and entertaining viewers with high-quality content through its global television brands, led by Discovery Channel, TLC, Animal Planet, Investigation Discovery, Science and Turbo/Velocity, as well as U.S. joint venture network OWN: Oprah Winfrey Network. Discovery controls Eurosport, the leading pan-regional sports entertainment destination across Europe and Asia-Pacific. Discovery also is a leading provider of educational products and services to schools, including an award-winning series of K-12 digital textbooks, through Discovery Education, and a digital leader with a diversified online portfolio, including Discovery Digital Networks. For more information, please visit

www.discoverycommunications.com

About Princess Cruises:

One of the best-known names in cruising, Princess Cruises is a global cruise line and tour company operating a fleet of 17 modern cruise ships renowned for their innovative design and wide array of choices in dining, entertainment and amenities, all provided in an environment of exceptional customer service. A recognized leader in worldwide cruising, Princess carries 1.7 million guests each year to destinations around the globe ranging in length from three to 114 days. The company is part of Carnival Corporation & plc (NYSE/LSE:CCL; NYSE:CUK). For more information, please visit

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