



Anthony Kaufman Promoted to Executive Vice President, International Operations for Princess Cruises

October 7, 2015

SANTA CLARITA, Calif. (Oct. 7, 2015) – Carnival plc announced today that Anthony (Tony) Kaufman has been promoted to the new position of executive vice president, international operations for the [Princess Cruises](#) brand. In addition to his continued leadership for the line's Asia operations, he will now oversee the business in Australia, the United Kingdom and Europe.

In his previous role as senior vice president of Asia operations, Kaufman has been accountable for multiple sales and marketing teams throughout Asia that are focused on growing the Princess brand throughout the region and supporting the brand's itineraries in China, Japan, Taiwan, Hong Kong, Korea and Singapore. In addition, he developed Princess Cruises' strong relationships with government authorities, industry associations and business partners in the region. He also facilitated coordination with the many operating departments that support Princess' growing Asia deployment.

"Tony has been instrumental in guiding our successful expansion into Asia and delivering a customized product that has truly resonated with our guests," said Jan Swartz, president of Princess Cruises. "With the additional oversight of Australia, the United Kingdom and Europe, he will continue advancing the Princess guest experience, growing our business, and meeting our operational objectives in these additional regions as well."

Prior to his role overseeing Asia operations for Princess Cruises, Kaufman held the position of senior vice president of commercial affairs, which was a broad commercial role that included responsibility for onboard revenue and worldwide shore operations, as well as commercial transactions such as shipbuilding contracts, ship sales, and charters. He has also served as general counsel of the former P&O Princess Cruises plc based in London, and has held various other roles in legal and business affairs since joining the company in 1993.

Kaufman is based in the company's Santa Clarita, California world headquarters office.

He holds a B.A. degree in communication studies from the University of California Los Angeles (UCLA) and a law degree, cum laude, from Loyola Law School of Los Angeles, where he was an editor of the Loyola Law Review.

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

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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 18 modern cruise ships renowned for their innovative design and wide array of choices in dining, entertainment and amenities, all provided with the experience of exceptional customer service. A recognized leader in worldwide cruising, Princess carries 1.7 million guests each year to more than 360 destinations around the globe on more than 150 itineraries ranging in length from three to 111 days. The company is part of Carnival Corporation & plc (NYSE/LSE:CCL; NYSE:CUK).

Newsroom:

Additional media information is available at [princess.com/news](#)

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