



Carnival Cruise Line Launches Loyalty Rocks! Carnival Merchandise Store for Travel Advisor Community

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Continuing to expand its rewards programs for the travel advisor community, Carnival Cruise Line is launching its first-ever Loyalty Rocks! merchandise store where travel advisors can redeem their Loyalty Rocks! reward points for a variety of unique Carnival-branded merchandise or for a donation to St. Jude Children's Research Hospital.

"Our Loyalty Rocks! program rewards our amazing travel advisors for the important work they do in support of their clients day in and day out, and we're always looking for new and fun ways to make the rewards program an impactful tool that supports and grows their business," said Adolfo Perez, senior vice president of global sales and trade marketing. "The store was developed based on travel advisors' feedback and requests for special Carnival-branded items that they could share with their clients, family and friends, so we hope they love this new reward feature designed just for them."

Merchandise now available through the online store includes Carnival, Agentpalooza and Travel Agents Rock apparel and accessories, Carnival funnel-embossed items including games, travel-inspired products like luggage tags, technology like wireless speakers and charging pads, cooler bags, can holders, and more. Items have limited availability, so travel advisors are encouraged take advantage of the rewards and redeem their points today.

The store also offers an option to redeem points for a donation to Carnival's longtime charitable partner St. Jude Children's Research Hospital. At its recent Agentpalooza bus tour events, Carnival's travel advisor community raised more than \$60,000 for the organization.

Carnival plans to expand the store in the future to help travel advisors continue to grow their client business. Through Carnival's ongoing Travel Agents Rock set of tools and programs, the Loyalty Rocks! rewards program will continue to offer its standard redemption options, as well. Travel advisors can begin earning points in the Loyalty Rocks! program today by visiting GoCCL.com.

ABOUT CARNIVAL CRUISE LINE

Carnival Cruise Line, part of Carnival Corporation & plc (NYSE/LSE: CCL; NYSE: CUK), is proud to be known as America's Cruise Line. Since its founding in 1972, Carnival has continually revolutionized the cruise sector, making a cruise vacation an affordable and popular option for millions of guests. Carnival operates from 14 U.S. homeports and employs more than 40,000 team members representing 120 nationalities. Carnival's newest ship, Mardi Gras, featuring the first roller coaster at sea, is the first cruise ship in the Americas powered by eco-friendly Liquefied Natural Gas (LNG). Carnival returns to Australia in October 2022 and will welcome four additional ships over the next two years, including Carnival Celebration, which arrives to Miami in November to close out Carnival's 50th birthday festivities.

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