



FOR IMMEDIATE RELEASE

**LUXURY FROM HEAD TO TOE: HOLLAND AMERICA LINE
INTRODUCES
ELEMIS AROMAPURE “TIME TO SPA” STATEROOM AMENITIES**

Seattle, January 4, 2006 – Holland America Line is bringing the luxuries of the exclusive Greenhouse Spa and Salon to each individual stateroom with the introduction of a new line of amenities by Elemis Aromapure that once again defines Holland America as the leader in premium cruising. Traditionally, the Elemis line of aromatherapy products could only be found in the ships’ award-winning Greenhouse Spa and Salon, a tranquil oasis of pampering, relaxation and the latest skin, body and hair treatments. Now, guests can indulge daily with Elemis Aromapure’s “Time to Spa” miniatures in their own stateroom. The fleet wide roll out of new amenities begins with the launch of the ms Noordam on February 22, 2006.

“We selected the premium Elemis Aromapure line to complement our *Signature of Excellence* stateroom upgrades,” says Richard D. Meadows, CTC, senior vice president, marketing and sales. “Every experience, from sleeping upon a plush Euro-Top mattress to indulging in the internationally acclaimed Elemis soaps, shampoos and conditioners, is part of our overall initiative to set a new standard in premium cruising.”

Elemis is one of the world’s leading companies in aromatherapy skincare and spa-therapies. Each product is infused with essential oils and exotic plant extracts to treat the skin and re-awaken the senses. Holland America Line’s guests will enjoy luxuriant and subtle fragrances in each of the Elemis “Time to Spa” amenities including:

- Elemis Pure Shine Shampoo: Infused with the aroma of lime, basil and grapefruit, this gentle shampoo leaves hair and scalp deeply cleansed.
- Elemis Pro-Vitamin Conditioner: A citrus experience that replenishes moisture with conditioning Vitamin B5, penetrating hair to nourish from root to tip, while detangling and strengthening.

- Citrus Soap Slice: This clear pure Glycerin soap is lightly infused with the aroma of grapefruit, basil, clove and lime and promises to leave the face feeling cleansed and refreshed.
- Sharp Shower and Bath Gel: This aroma-therapeutic blend of mint, chamomile, wild marjoram, nettle and thyme in a mineral rich sea salt base leaves skin tingling with vitality.
- Pure Zest Cleansing Soap: Infused with nature's own lime, clove leaf, lavender and rosemary extracts in palm oil; designed to inspire a new zest for life.
- Vitamin Rich-Body Lotion: Infused with vitamin-rich wheat germ, carrot and sweet almond oil; a welcome treat for thirsty skin.

As part of Holland America Line's *Signature of Excellence* initiative, the addition of Elemis Aromapure "Time to Spa" amenities is the latest in a long list of recent stateroom enhancements. With the upgrades, each stateroom now features Mariner's Dream Beds with plush, Sealy Posturepedic Premium Plush Euro-Top mattresses, 250-thread-count, white cotton bed linens, 100 percent Egyptian cotton towels and deluxe waffle and terry cloth bathrobes. New amenities also include premium massage showerheads, 5x magnifying make-up mirrors with halo lighting and stylish, quiet, salon-quality hair dryers. Guests are welcomed with a polished stainless steel basket filled with complimentary fresh fruit including a variety of apples, oranges, grapes and pears and each room features an elegant stainless-steel ice bucket and serving tray for use with in-cabin beverages.

The *Signature of Excellence* luxuries of a Holland America Line cruise can also be enjoyed at home. Many of the amenities found onboard including Mariner's Dream Beds, terry cloth bathrobes and 250-thread-count, white cotton bed linens can be purchased at www.shophollandamerica.com. Elemis Aromapure's "Time to Spa" products can be purchased at the Greenhouse Spa and Salon, in the ships' boutiques or from home at www.timetospa.com.

About Signature of Excellence

As the premium cruise leader, Holland America Line is investing \$225 million in the *Signature of Excellence* initiative to provide unparalleled product and service enhancements to its fleet of five-star ships. *Signature of Excellence* builds on Holland

America Line's renowned tradition of excellence by significantly raising the standard in premium cruising. The comprehensive enhancements focus on five areas central to the Holland America Line guest experience: spacious, elegant ships and accommodations; sophisticated five-star dining; gracious, unobtrusive service; extensive enrichment programs and activities; and compelling worldwide itineraries. *Signature of Excellence* enhancements will be completed on 10 ships at the start of 2006 and all 13 ships by the fall of 2006. The new 1,918-passenger ms Noordam debuts in February and is the first to be delivered with completed *Signature of Excellence* amenities. She will sail maiden 10- and 11-day voyages to the Caribbean from Holland America Line's latest homeport, New York City, through spring. The Noordam will sail fifteen 10-day Mediterranean cruises for the summer before returning to New York in the fall.

— www.hollandamerica.com —

Attention Media: To access a high-resolution image of the new Elemis Aromapure stateroom amenities, please click here:

<http://www.cleanpix.com/cleanpix/PublicViewSuitcase/82836ca597a373e6c3cd5ae2d466161e>

About Holland America Line [a division of Carnival Corporation and plc (NYSE: CCL and CUK)]

With the introduction of the 1,918-passenger ms Noordam in early 2006, Holland America Line's fleet grows to 13 ships, offering nearly 500 cruises from more than 25 home ports. Itineraries range from two to 108 days and visit all seven continents, including new Australia/New Zealand and Asia sailings, a world cruise and popular sailings to several ports in the Caribbean, Alaska, Mexico and Europe. The ms Noordam also will offer Caribbean sailings in the winter from new homeport New York City.

Holland America Line's \$225 million, fleetwide *Signature of Excellence* enhancements feature new programs and amenities including the Culinary Arts Center presented by *Food & Wine* magazine — a state-of-the-art onboard show kitchen where more than 60 celebrated guest chefs and culinary experts will provide cooking demonstrations and classes — Explorations Café powered by the *New York Times*, teens-only activity areas and all new cabin amenities highlighted by flat-panel TVs and plush-top Mariner's Dream Beds. For more information, consult a travel agent, call 1-877-SAIL-HAL (877-724-5425) or visit www.hollandamerica.com.

World's Leading Cruise Lines

The highest-rated premium cruise line in the world, Holland America Line is a member of the exclusive World's Leading Cruise Lines alliance, which also includes Carnival Cruise Lines, Princess Cruises, Cunard Line, Seabourn Cruise Line, Costa Cruises and Windstar Cruises. Sharing a passion to please each guest and a commitment to quality and value, these lines appeal to a wide range of lifestyles and budgets. The World's Leading Cruise Lines offer exciting and enriching cruise vacations to the world's most desirable destinations.