



FOR IMMEDIATE RELEASE

HOLLAND AMERICA LINE INTRODUCES AS YOU WISH DINING

Open Seating and Open Times Offer Greater Choice

Seattle, July 16, 2007 - Holland America Line launches As You Wish dining, an innovative program that allows guests to choose from the best of both worlds - either traditional pre-set seating and dining times, or a completely flexible dining schedule. One level of the two-tiered restaurant will offer a flexible/open dining service from 5:15 to 9 p.m. daily, and the other will host two seatings, an early and main seating.

"Providing more options for our guests has been a hallmark of our Signature of Excellence initiative," said Richard D. Meadows, CTC, executive vice president, marketing, sales, and guest programs. "Since flexible dining options have become more desirable by many of our guests, we will roll As You Wish dining out across the fleet to provide the most flexibility, choice and service to our guests.

"We've operated As You Wish dining in a pre-launch phase aboard the ms Noordam and the feedback has been overwhelmingly positive," Meadows added.

Prior to their cruise, during the booking phase, guests will choose flexible/open dining or Holland America Line's traditional pre-set dining time (early or main). Guests with flexible seating may make reservations daily during a cruise up to 4 p.m. or simply walk up anytime during dining hours. Holland America Line manages reservations and guest preferences through a unique computer system ensuring the same efficient and high quality service for the flexible/open dining as with the traditional pre-set format.

In addition to fixed and flexible/open dining options in the main dining room, Holland America Line features the reservations-only Pinnacle Grill restaurant with Pacific Northwest steak and seafood specialties and casual Lido dining with waiter service and the option to select dishes from the main restaurant menu or regular Lido offerings. For guests who choose an evening "in," 24-hour complimentary room service includes dishes from the main restaurant during dining hours and a selection of meals and snacks.

As You Wish dining will be introduced on the Holland America Line ships with the following sailings:

Date	Ship
Operational Now	msNoordam
10/11/07	ms Ryndam
11/13/07	ms Volendam
12/18/07	ms Statendam
1/5/08	ms Oosterdam
1/27/08	ms Rotterdam
2/3/08	ms Zaandam
2/24/08	ms Westerdam
3/15/08	ms Zuiderdam
4/6/08	ms Veendam
4/24/08	ms Maasdam
5/16/08	ms Amsterdam
5/23/08	ms Prinsendam
7/5/08	ms Eurodam (upon delivery)

- www.hollandamerica.com -

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

Holland America Line's fleet of 13 ships offers nearly 500 cruises to more than 320 ports. Two- to 108-day itineraries visit all seven continents, including Antarctica, South America, Australia/New Zealand and Asia voyages; a Grand World Voyage; and popular sailings to ports in the Caribbean, Alaska, Mexico, Canada/New England, Europe and Panama Canal.

In the 2006 Portrait of Affluent Travelers survey by Yesawich, Pepperdine, Brown and Russell, Holland America Line topped the list of cruise lines sought after by affluent leisure travelers. Fleetwide, the company features Signature of Excellence enhancements, totaling more than \$225 million, that showcase 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 provide cooking demonstrations and classes - Explorations Café powered by The New York Times, teens-only activity areas and all new stateroom amenities highlighted by flat-panel TVs and plush Euro-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 and Costa 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.