



FOR IMMEDIATE RELEASE

GUESTS ABOARD HOLLAND AMERICA LINE SHIPS WILL BE ABLE TO USE CELL PHONES TO CALL HOME

Seattle, October 3, 2006 – In today’s constantly connected world, guests aboard Holland America Line ships will soon be able to use their own personal cell phones and personal digital assistants (PDAs) to stay tied to family, friends and business associates while cruising on one of the line’s premium cruise ships.

The service is currently available on the ms Volendam and will be operational on all ships by March 2007. Guests will simply make and receive calls and use text messaging as they would on land with their personal cell phone. Phones and PDAs must be activated for international dialing with the guest’s home provider, but otherwise no special codes or software is needed. International roaming fees apply to all shipboard cell phone calls or messages and appear on the guest’s personal cell phone bill.

“Staying connected is a way of life for most of us, our guests included,” said Stein Kruse, president and CEO of Holland America Line. “Now, whether cruising with Holland America Line in Europe, the Caribbean, Alaska or sailing around the world, our guests can connect at sea anywhere at anytime.”

Holland America Line’s new cell phone service utilizes SeaMobile’s proprietary technology, a sophisticated IP/software based solution that works with any type of wireless phone. Worldwide roaming agreements established by SeaMobile provide transparent connectivity for wireless services with billing provided by the guest’s home carrier.

About SeaMobile Enterprises

A dominant global service provider, SeaMobile Enterprises provides satellite connectivity and enhanced services to over 250 vessels and land based operations, including the major cruise lines. Maritime Telecommunications Network (MTN), a SeaMobile company, already provides VSAT satellite connectivity and manages the internet cafes on board Holland America Line ships. Services include mobile phone service, wireless service for PDAs and laptops, access to printed versions of more than 350 daily newspapers, live television, Internet cafes and much more. The company has offices in Seattle, WA, Miramar, FL, London, England, and Paris, France. For more information, visit www.seamobile.com and www.mtnsat.com.

— www.hollandamerica.com —

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 grew 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 offers 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. Signature of Excellence enhancements are now complete on the entire fleet. 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.