



FOR IMMEDIATE RELEASE

**HOLLAND AMERICA LINE CELEBRATES ITS EUROPEAN
HERITAGE WITH NAME OF ITS NEW SIGNATURE CLASS VESSEL,
MS EURODAM
80th Passenger Ship in the Company's Proud History**

Seattle, November 8, 2006 – Holland America Line will name its new 2,044-passenger Signature-class ship, ms Eurodam. To be delivered in summer 2008, the new Eurodam marks Holland America Line's next class of vessels and the largest ever constructed for the premium line. With an estimated all-in cost of \$450 million, the new 86,000-ton Panamax Eurodam will be built at Italian shipbuilder Fincantieri's Marghera shipyard.

"This will be the 80th passenger ship to sail in the company's fleet and the first ship in our illustrious history to bear the name Eurodam," said Stein Kruse, president and chief executive officer. "We chose the name Eurodam to celebrate our European and Dutch heritage and our third century of sailing in one of the world's most popular cruising regions." The company's first ship, the ss Rotterdam, sailed her maiden voyage from Rotterdam to New York City in October of 1872, 134 years ago last month.

When launched in 2008, the Eurodam will further the evolution of Holland America Line's sophisticated mid-sized ships to further define and expand the Holland America Line premium brand. With 11 passenger decks, new innovations include a topside 144-seat Pan-Asian restaurant and 50-seat lounge surrounded by panoramic views overlooking the ocean expanse and the Lido pool. Other additions are an Explorer's Lounge Bar, a new specialty restaurant adjacent to the Lido offering the finest in Italian food, elegant luxury jewelry boutiques, new atrium bar area, enhanced and reconfigured show lounge with theater-style seating, and a new photographic and imaging center.

The line's renowned Explorations Café, powered by The New York Times will be located on the starboard side of the Crow's Nest, providing a scenic backdrop for guests wishing

to enjoy specialty coffees, surf the internet and take advantage of the café's music listening stations.

With an additional deck, the Eurodam will have 63 new staterooms more than the latest Vista-class ship. Forty-seven will be verandah cabins and ten will be a new style of stateroom with ceiling-to-floor and wall-to-wall panoramic windows. In total, the Eurodam will carry 1,022 double occupancy staterooms, with 86 percent outside staterooms of which 67 percent feature verandahs.

Staterooms will continue to provide all the Signature of Excellence premium amenities: plush Euro-top Mariner's Dream beds, deluxe waffle/terry cloth robes, Egyptian cotton towels, flat panel TVs, DVD players, make-up mirrors with halo lighting, massage shower heads, professional grade hair dryers, fresh flowers and complimentary fruit baskets.

The Eurodam will continue several much-admired Holland America Line features, including outside-view, glass elevators at midship; the Pinnacle Grill and Pinnacle Bar; the innovative Culinary Arts Center presented by Food & Wine Magazine, where culinary experts provide cooking demonstrations and intimate classes in state-of-the-art onboard show kitchens; an expanded Greenhouse Spa and Salon with thermal suites and hydro-pool, the largest gymnasium ever built for Holland America Line; and a youth facility that includes the teens-only Loft.

On the technical side, the Eurodam will feature the latest state-of-the-art navigation and safety systems including dynamic positioning abilities to hold the ship in a precise position. The vessel will be powered by six diesel generators and propelled by the latest Azipod propulsion technology.

The line has an option for a second Signature Class vessel which would be delivered in spring 2010.

— 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. Its recently completed \$225 million fleetwide Signature of Excellence enhancements added features such as 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.

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World's Leading Cruise Lines

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