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**15 IN A ROW — HOLLAND AMERICA LINE BEST OVERALL
CRUISE VALUE ACCORDING TO WORLD OCEAN & CRUISE
LINER SOCIETY**

Seattle, December 14, 2006 – World Ocean & Cruise Liner Society (WOCLS) members named Holland America Line as the Best Overall Cruise Value in the industry. The premium line, which recently completed a \$225 million Signature of Excellence enhancement program, was honored with the distinction for the 15th year in a row.

“I’m honored to again have Holland America Line recognized by the members of the World Ocean and Cruise Liner Society,” said Stein Kruse, president and chief executive officer. “Our investment in Signature of Excellence enhancements certainly has helped keep Holland America at the top of the premium market and we intend to remain there through innovative on-going programs and upgrades.”

WOCLS is a 24-year-old organization comprised of thousands of experienced cruisers who average taking two cruises a year. The society reviews all cruise lines annually and noted in its monthly publication, *Ocean and Cruise News*, that “Holland America Line passengers continue to mention the excellent value that the line provides and with the recent completion of their Signature of Excellence program, Holland America Line easily wins again. Further adding to the sense of value is the consistency of the product across its entire fleet of ships.”

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.

Thomas Cassidy, editor of Ocean and Cruise News, wrote, "Some of the elements that combine to make Holland America Line the best overall cruise value include its effort to continually improve such as its fleet wide Signature of Excellence upgrades, the impeccable appearance of its ships, its friendly Indonesian and Filipino crew; the extra effort to properly train and supervise its staff, the more extensive choice of dinner menus in its restaurant, alternative restaurant and Lido, and all the little extras such as canvas tote bags, hot hors d'oeuvres at cocktail time, chilled beer glasses, a no-charge ice cream bar and later lunch hours when in port."

Holland America Line also received top marks in the High-Deluxe, 5-Star, Large Ships category during the annual Best Cruise Value awards by the World Ocean and Cruise Liner Society.

— 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.

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.