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**'TODAY'S CARNIVAL' CONTINUES LINE'S
PIONEERING ROLE IN CRUISE INDUSTRY**

MIAMI – Carnival Cruise Lines continues to redefine contemporary cruising with “Today’s Carnival,” a term coined by the line to describe its commitment to enhancing all aspects of the “Fun Ship” vacation experience.

“From our George Blanc Signature Selections created by the world-renowned French master chef to more ‘adventure-type’ shore excursions and the Carnival Comfort Bed sleep system, a ‘Fun Ship’ cruise is significantly different from just a few years ago,” said Bob Dickinson, Carnival president and CEO. “‘Today’s Carnival’ reflects the lengths we will go to keep our product fresh and exciting for our guests,” he added.

Dining is considered the highlight of any “Fun Ship” vacation and “Today’s Carnival” has resulted in a diversity of new dining options and enhancements. *Carnival’s Total Choice Dining^(SM)* is the cruise industry’s most comprehensive dining program offering the widest variety of formal and casual options at sea.

Most recently, Carnival announced an exclusive alliance with world-renowned French Master Chef Georges Blanc whose “Signature Selections” will be featured in main dining rooms fleetwide. These items complement revamped lunch and dinner menus and expanded wine lists aboard all Carnival ships, as well as innovations such as 24-hour pizzerias and the “Seaview Bistro” alternative dinner-time service.

Lido restaurants now feature meat-carving and pasta stations, expansive salad and dessert bars, New York-style delis and Asian specialty venues, and room service menus have been expanded to include an even greater variety of freshly made items delivered to guests’ cabins any time of the day or night.

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Patisseries offering coffees and sweets, specialty seafood stations, and sushi bars are now available on most ships, as well.

Another feature of “Today’s Carnival” is the new “**Carnival Comfort Bed**” **sleep system** which includes plush comfortable mattresses, luxurious duvets and high quality sheets and pillows. In-cabin amenities baskets are also available on all 21 “Fun Ships” and offer a wide variety of brand-name products for men and women. Additionally, plush terrycloth bathrobes are available for guest use in all ocean-view accommodations.

Shore excursions have also been expanded to keep pace with today’s active lifestyles, with adventure-type tours such as kayaking, scuba diving and flightseeing complementing more traditional activities as nature walks and city tours.

With the dramatic increase in family cruising – a record 575,000 kids are expected to sail on the “Fun Ships” in 2007 – Carnival continues to expand the myriad activities, amenities and facilities of “**Camp Carnival,**” the industry’s top-rated children’s program. Recent enhancements include new activities focusing on reading, art, science, music, geography and physical fitness, along with high-tech play areas featuring computer lab and indoor climbing mazes. Working in tandem with the Coca-Cola Company, Carnival recently launched the new “Club O2” teen program with organized activities and expansive facilities specifically designed with older kids in mind.

Most Carnival ships also house “**Formality Shops,**” which offer tuxedo rentals, floral arrangements and fine chocolates, along with cookbooks and other “Fun Ship” mementos.

With demand for dedicated shipboard meeting space continuing to grow, Carnival has incorporated purpose-built **conference centers** on the majority of its fleet.

“Today’s Carnival” has also resulted in the introduction of fleetwide **Internet cafes** where guests can access e-mail and Web sites, obtain news updates and send video postcards to friends and family back home. While all Carnival ships offer wireless Internet access, Carnival Valor and Carnival Liberty are also the only ships in the cruise industry to offer 100 percent bow to stern Wi-Fi Internet capabilities. Cell phone is available fleetwide, as well.

Responding to the needs of today's health-conscious consumers, Carnival continues to update the impressive array of exercise equipment and pampering treatments available within its fleetwide **"Spa Carnival"** program, which features some of the largest floating health clubs in the world.

Entertainment options have also become more varied, with dazzling revues featuring high-tech video projections, lasers, pyrotechnics, and elaborate sets and costumes presented in multi-decked show lounges, some of which can accommodate up to 1,400 guests.

Carnival's multi-billion-dollar newbuilding program also provides myriad opportunities for innovation. For example, the new 110,000-ton **Carnival Freedom**, which launched 12-day cruises to the Mediterranean and Greek Isles in March 2007, epitomizes "Today's Carnival," with an array of new and expanded facilities. These include 22 lounges and bars, an upscale supper club, expansive children's and spa facilities, and four swimming pools – one with a 214-foot-long water slide.

"These and other product enhancements reflect our ongoing commitment to providing our guests a high quality, satisfying vacation experience. A 'Fun Ship' cruise is dramatically different than just a few years ago and we will continue to evolve to keep pace with the changing preferences of our guests, who are truly the driving force behind 'Today's Carnival,'" Dickinson said.

Carnival is the largest and most popular cruise line in the world, with 22 "Fun Ships" operating voyages of three to 16 days in length to the Bahamas, Caribbean, Mexico, Alaska, Hawaii, New England, Canada, Bermuda, Europe and the Greek Isles. The line currently has three new ships scheduled to enter service between now and 2011.

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Carnival Cruise Lines is a proud member of *World's Leading Cruise Lines*. Our exclusive alliance also includes Holland America, Princess Cruises, Cunard Line, Costa Cruises, Windstar Cruises and The Yachts of Seabourn. Sharing a passion to please each guest, and a commitment to quality and value, our member lines appeal to a wide range of lifestyles and budgets. Together we offer exciting and enriching cruise vacations to the world's most desirable destinations.