



Princess Cruises Debuts New Livery Design on Majestic Princess

February 8, 2016

Chinese New Year Marks 'Float-Out' Celebration as New China-Destined Ship Meets the Ocean for the First Time

SANTA CLARITA, Calif. (February 8, 2016) – [Princess Cruises](#) announced today, on Chinese New Year, that [Majestic Princess](#), the first cruise ship built and designed specifically for the China market will also be the first ship in the fleet to debut an elegant new livery design featuring the company's iconic logo. The new livery design will roll out fleetwide over the next few years.

One of the most recognized brand logos in cruising; the design symbolizes the smooth and flowing gracefulness of ocean waves and represents the excitement and adventure of discovering the best the world has to offer on a Princess cruise vacation. The modern, sophisticated-look is designed to reinforce the premium experience of Princess Cruises, recognized around the world as a destination leader.

"For nearly half a century our Princess logo has represented the adventure of cruise travel around the globe," said Jan Swartz, Princess Cruises president. "Now our ships sail to more than 360 ports of call worldwide and will be instantly recognized from afar. As the very first cruise ship built for China, we take great pride that Majestic Princess is our first ship to proudly display our new livery design."

Also today, Majestic Princess reached a significant construction milestone when the Princess Cruises vessel "floated out" in its building dock at the Fincantieri shipyard in Monfalcone, Italy. The occasion was marked by a traditional ceremony as the ship met ocean water for the first time.

Following the Italian shipyard's custom, the float out of a ship begins when a "madrina," or godmother, cuts the cord that signals the flow of sea water into the ship's building dock. Executive Vice President of Fleet Operations Keith Taylor and recently appointed Majestic Princess Captain Dino Sagani represented Princess Cruises at the ceremony. Captain Sagani's mother, Graziella Sagani, served as the ship's "madrina."

Majestic Princess will offer many of the same special features as [Royal Princess](#) and [Regal Princess](#), which have been so well-received. These include a dramatic multi-story atrium serving as the social hub of the ship; an over-the-ocean SeaWalk, a top-deck glass-bottomed walkway extending 28 feet beyond the edge of the ship; the Princess Live! interactive studio; and a special Chef's Table Lumiere, a private dining experience that surrounds diners in a curtain of light.

As the first cruise ship built and designed specifically for the China market, Majestic Princess will also feature a number of new venues and experiences created for that market, the details of which will be revealed in the coming months.

Majestic Princess will home-port in Shanghai and carry 3,560 guests.

Additional information about Princess Cruises is available through a professional travel consultant, by calling

1-800-PRINCESS (1-800-774-6237), or by visiting the company's website at princess.com.

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About Princess Cruises:

One of the best-known names in cruising, Princess Cruises is a global cruise line and tour company operating a fleet of 18 modern cruise ships renowned for their innovative design and wide array of choices in dining, entertainment and amenities, all provided with the experience of exceptional customer service. A recognized leader in worldwide cruising, Princess carries 1.7 million guests each year to more than 360 destinations around the globe on more than 150 itineraries ranging in length from three to 114 days. The company is part of Carnival Corporation & plc (NYSE/LSE:CCL; NYSE:CUK).

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Additional media information is available at princess.com/news

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