



Princess Cruises Wins 2016 Acquia Engage Award for Innovative Princess@Sea Web Feature

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Awards Spotlight Groundbreaking Sites Raising the Bar on Digital Experiences

SANTA CLARITA, Calif. (Nov. 14, 2016) – [Princess Cruises](#) today announced it has been awarded a 2016 Acquia Engage Award in the Digital Experience category for the cruise line's Princess@Sea mobile technology service. The Acquia Engage Awards recognize the amazing sites and digital experiences that organizations are building with the Acquia Platform.

More than 150 submissions were received from Acquia customers and partners, from which 88 were selected as finalists. Nominations that demonstrated an advanced level of visual design, functionality, integration and overall experience have advanced to the finalist round, where an outside panel of experts from the Drupal and web content management communities selected the winning projects.

Launched in 2013 aboard [Royal Princess](#), Princess@Sea is the cruise line's award-winning complimentary onboard web service, offering quick and convenient access to valuable information directly on mobile devices. Guests can plan their daily events and activities, review the ship's itinerary and port guides, browse restaurant menus and access their stateroom account. Plus, on select ships Princess@Sea Messenger allows guests to send text messages to other guests on board.

"We're honored Princess@Sea has been recognized by Acquia with an Engage Award in the Digital Experience category," said Mario Siebaldi, senior vice president of guest operations for Princess Cruises. "Our goal is to always offer innovative and easy-to-use solutions that improve our guests overall cruise vacation. The technology behind Princess@Sea offers an exceptional digital experience and we're proud of the teamwork and dedication that went into developing this innovative offering."

Once on board, guests simply connect to the ship's WiFi, open the browser on their computer, tablet, mobile phone or other device, and Princess@Sea is the default page that appears. It even operates in "Airplane Mode" and no cellular or data charges are needed.

"Acquia's partners and customers are working tirelessly to raise the bar and drive the future of digital. Together we're helping organizations develop elegant solutions that inspire and engage audiences and drive significant value for their businesses," said Joe Wykes, senior vice president of global channels & eCommerce at Acquia. "This year's honorees are working closely with Acquia to not only execute on today's opportunities, but to also lay the groundwork for success in the world of tomorrow. The breadth of submissions was inspiring, and continues to affirm that Acquia partners and customers are setting the new precedent for exceptional digital experiences."

Additional information about Princess Cruises is available through a professional travel agent, by calling 1-800-PRINCESS (1-800-774-6237), or by visiting the company's website at [princess.com](#).

About Acquia

Acquia is the leading provider of cloud-based, digital experience management solutions. Forward-thinking

organizations rely on Acquia to transform the way they can engage with customers -- in a personal and contextual way, across every device and channel. Acquia provides the agility organizations need to embrace new digital business models and speed innovation and time to market. With Acquia, thousands of customers globally including the BBC, Cisco, Stanford University, and the Australian Government are delivering digital experiences with transformational business impact. For more information visit www.acquia.com or call +1 617 588 9600.

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 17 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 111 days. The company is part of Carnival Corporation & plc (NYSE/LSE: CCL; NYSE:CUK).

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