



## **Carnival Corporation to Sponsor NBC's "The New Celebrity Apprentice"**

November 29, 2016

**In addition to sponsoring program's two-part season finale, Carnival Corporation will launch Celebrity Apprentice Charity Challenge -- offering giveaways for free cruises to raise awareness of and support for charitable organizations chosen by celebrity participants**

**World's largest leisure travel company continues innovative marketing efforts to expand cruise market, building on most recent launch of three original lifestyle programs on national TV networks**

MIAMI, Nov. 29, 2016 /PRNewswire/ -- [Carnival Corporation & plc](#) (NYSE/LSE: CCL; NYSE: CUK), the world's largest leisure travel company, today announced it will sponsor the two-part finale of the upcoming season of NBC's "The New Celebrity Apprentice" airing next year on February 6 and 13. The sponsorship also features Carnival Corporation launching the Celebrity Apprentice Charity Challenge, supporting the charities chosen by the celebrity contestants while driving consumer engagement with the show. "The New Celebrity Apprentice" premieres on January 2 at 8 p.m. EST on NBC.



With "The New Celebrity Apprentice" featuring a component that brings attention to worthwhile charities, the Charity Challenge will give viewers of the hit program opportunities to win cruise giveaways each week while also supporting the charities chosen by the celebrity participants. The initiative will go live in December and run through the duration of the program's eighth season. Further details on the Charity Challenge will be released by Carnival Corporation in mid-December.

Carnival Corporation and its four North American brands – Carnival Cruise Line, Holland America Line, Princess Cruises and Seabourn – will be featured in the show's two-part season finale, details of which will be shared in the coming months. These brands and Carnival Corporation's six other global cruise line brands, comprise the world's largest cruise company.

"Cruise vacations are growing faster than ever in popularity, but there are still many people who have not discovered why cruising is such a great vacation and exceptional value," said Arnold Donald, CEO of Carnival Corporation. "We expect 'The New Celebrity Apprentice' will be a big hit with viewers, and being able to reach millions of people watching the program is a powerful way for us to generate awareness of cruising and help inspire people to consider cruising when they are planning their vacations. We are also looking forward to generating awareness of and support for several well-deserving charitable groups by offering cruise giveaways that will create a lot of excitement."

Carnival Corporation's sponsorship of NBC's popular program is the latest initiative in the company's ongoing strategy to find innovative ways to expand the market and inspire consumers to consider a cruise for their next vacation.

Carnival Corporation recently launched three original television programs that showcase adventures aboard each of the company's 10 cruise line brands, which includes "The Voyager with Josh Garcia," airing on NBC nationwide on Saturday mornings. Additionally, Carnival Corporation exposed a broader consumer audience to cruising with its first-ever Super Bowl commercial in 2015, also on NBC, and an initiative this year with AT&T and Samsung to allow consumers to take a fully immersive virtual reality cruise.

Former two-term California governor, successful businessman and international movie superstar Arnold Schwarzenegger will host the show and work with world-class business leaders as boardroom advisors. The list includes investment guru Warren Buffett, one of the most successful businessmen in the world; former Microsoft CEO and Los Angeles Clippers owner Steve Ballmer; Tyra Banks, a supermodel, actress, TV host, producer, and CEO of the Tyra Banks Company and cosmetics brand, TYRA Beauty; actress, author and entrepreneur Jessica Alba, founder and chief creative officer of The Honest Company and Honest Beauty; and Schwarzenegger's trusted confidante and nephew, prominent entertainment attorney Patrick Knapp Schwarzenegger.

This season's 16 celebrity contestants vying for the title of Celebrity Apprentice and a \$250,000 check to support their designated charity include the following:

Four-time boxing world champion Laila Ali; actress, host and entrepreneur Brooke Burke-Charvet; Pro-Football Hall of Fame running back Eric

Dickerson; Grammy Award-winning singer and songwriter Boy George; American Ninja Warrior host and comedian Matt Iseman; actress, producer and writer Carrie Keagan; Emmy Award-winning television star and celebrity stylist Carson Kressley; four-time Olympic gold medalist and WNBA champion Lisa Leslie; comedian, film and television star Jon Lovitz; Mötley Crüe lead singer Vince Neil; reality TV star Nicole "Snooki" Polizzi; actress and Real Housewives of Beverly Hills star Kyle Richards; former UFC standout mixed martial artist Chael Sonnen; co-host of Dish Nation and Real Housewives of Atlanta star Porsha Williams; Heisman Trophy winner, College Football Hall of Fame inductee and ESPN sports analyst Ricky Williams; and singer and television host Carnie Wilson.

#### **About Carnival Corporation & plc**

Carnival Corporation & plc is the largest leisure travel company in the world, with a portfolio of 10 cruise brands in North America, Europe, Australia and Asia comprised of Carnival Cruise Line, Fathom, Holland America Line, Princess Cruises, Seabourn, AIDA Cruises, Costa Cruises, Cunard, P&O Cruises (Australia) and P&O Cruises (UK).

Together, these brands operate 101 ships visiting over 700 ports around the world and totaling 225,000 lower berths with 18 new ships scheduled to be delivered between 2016 and 2022. Carnival Corporation & plc also operates Holland America Princess Alaska Tours, the leading tour companies in Alaska and the Canadian Yukon. Traded on both the New York and London Stock Exchanges, Carnival Corporation & plc is the only group in the world to be included in both the S&P500 and the FTSE 100 indices.

Additional information can be found on [www.carnival.com](http://www.carnival.com), [www.hollandamerica.com](http://www.hollandamerica.com), [www.seabourn.com](http://www.seabourn.com), [www.aida.de](http://www.aida.de), [www.costacruise.com](http://www.costacruise.com), [www.cunard.com](http://www.cunard.com), [www.pocruises.com.au](http://www.pocruises.com.au), [www.pocruises.com](http://www.pocruises.com) and [www.fathom.org](http://www.fathom.org).

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