



Yao Ming and Ye Li to Serve as Inaugural Cruise Ambassadors for Princess Cruises in China and Officially Name the New Majestic Princess

June 21, 2017

July 9 Ceremony and Gala Dinner in Shanghai will Celebrate Arrival at Asia Homeport

SHANGHAI, China (June 21, 2017) – [Princess Cruises](#), the world's largest international premium cruise line announced today that Yao Ming and his wife, Ye Li, will serve as Inaugural Cruise Ambassadors for Princess Cruises in China and officially name the new [Majestic Princess](#) during a ceremony and gala celebration. The inaugural festivities will take place aboard Majestic Princess in Shanghai on July 9, as the culmination of weeks of celebrations, upholding maritime traditions, as well as featuring traditional Chinese, contemporary Chinese, and western-inspired cultural performances that took place between Rome and Xiamen.

"It is a great honor that Yao Ming and Ye Li have graciously accepted our invitation to officially name Majestic Princess and serve as the Inaugural Cruise Ambassadors at our celebration welcoming our newest ship to China," said Jan Swartz, Princess Cruises president. "Yao Ming is globally recognized for his success in China and the United States, truly embodying the 'East meets West' spirit of our international cruise line."

Yao Ming and his wife, Ye Li, were both born in Shanghai and were both team members of China's national basketball teams. Yao Ming is an icon, one of the world's best-known athletes, a global ambassador of basketball, an eight-time NBA All-Star, and most recently, an inductee into the NBA Hall of Fame.

The couple has established The Yao Foundation in response to the devastating 8.0 earthquake in Sichuan Province, China in 2008. The Yao Foundation funded the construction of 23 schools in the region, Yao Foundation Hope Primary Schools, and is currently focused on helping provide sports education to the youth generation in the countryside regions of China with the implementation of "Yao Foundation Hope Primary School Basketball Season" projects. They help to select volunteers to support sports education and basketball training, organize basketball leagues for the rural primary schools to help more students learn the team sport and understand the importance of growing up with fitness and good health. This year will be the 10th year for "Yao Foundation Charity event." It has become the biggest, the longest and most influential sports charity event in China. In 2017, Yao Foundation Charity event tournament will begin on July 30 in Hong Kong.

"We are honored to serve as the Inaugural Cruise Ambassadors for Princess Cruises and officially name the new Majestic Princess," said Yao Ming. "I'm inspired that Princess Cruises also cares so deeply about youth development in China and appreciate their support of our foundation. We look forward to enjoying a future vacation aboard Majestic Princess, China's newest cruise ship."

Majestic Princess promises the ultimate cruise vacation for Chinese travelers, offering Princess Cruises' renowned warm, welcoming, international service – now enhanced for Chinese travelers' satisfaction. The new cruise ship also features two specialty dinner menus by Michelin star-awarded chefs at Harmony and La Mer, "Fantastic Journey," the most technologically-advanced, immersive musical and cinematic production show at sea, and the Princess Luxury Bed developed with board-of-medicine certified sleep expert, Dr. Michael Breus.

Princess Cruises is also debuting "Camp Discovery" – an interactive family enrichment program developed in part by Discovery Communications, California Science Center, and educators from Massachusetts Institute of Technology (MIT) and Stanford University – that is designed to foster creativity and initiate a love for learning that prepares children to better navigate their education and development at early learning ages. Majestic Princess is currently sailing on her "Silk Road Sea Route" – a 49-day journey from Rome to

Shanghai, retracing the ancient Chinese maritime Silk Road trade route. During the voyage, she will have visited a total of 22 ports including Athens, Dubai, Cochin, Singapore, Port Klang, and Xiamen before her arrival at Shanghai Wusongkou International Cruise Terminal. Majestic Princess will begin her first homeport season in Shanghai on July 11.

In 2018, two 14-day Grand Asia voyage sailings between Shanghai and Singapore, will be available to guests throughout the world on Majestic Princess. These sailings will visit Japan, South Korea, Vietnam and Thailand, including spending more time ashore on the late night call in Hong Kong. The first voyage departs Shanghai on February 25, 2018, with the second departing Singapore on March 11, 2018.

Princess Cruises will also call Australia home from September 2018 to March 2019. Majestic Princess will sail itineraries from Sydney and Auckland on voyages from 6 to 13 days in length, and will call in ports at destinations including New Zealand, Tasmania, Fiji and other islands in the South Pacific.

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

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 two 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).

About The Yao Foundation:

The Yao Foundation is a specialized fund established in 2008 by Yao Ming under the auspices of the China Youth Development Foundation (CYDF) and aims at promoting the all-around development of Chinese youth by providing them the opportunities to improve their education, sports skills, health and self-esteem. The Yao Foundation has donated and constructed 22 hope primary schools and one special care school in rural areas in China, which have been beneficial to more than 10,000 children. "The Yao Foundation Charity Game" and "The Yao Foundation Hope Primary School Basketball Season" are the two major charity projects of the Yao Foundation, providing more than 510,000 children in China's rural areas the opportunities to experience the attraction of basketball.

Newsroom:

Additional media information is available at princess.com/news.

For further information contact:

Negin Kamali, 661-753-1539, nkamali@princesscruises.com

Brea Burkholz, 661-753-1542, bburkholz@princesscruises.com