



Princess Cruises Reports OceanMedallion™ Activation Milestone

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All Caribbean Princess guests now using OceanMedallions for enhanced cruise vacation experiences

SANTA CLARITA, Calif. (Sept. 27, 2018) – For guests sailing on Caribbean Princess since early September, satisfaction scores indicate they thoroughly enjoy using their OceanMedallion™ to discover how a personalized vacation can elevate their experience to a higher level by removing friction points, delivering enhanced levels of personalization and guest service all the while staying connected with land-like internet streaming speeds.

OceanMedallion, the wearable device guests use to access enhanced experiences, continues to roll out as part of a phased activation plan that since early September has been used by all of the 3,100 guests on Caribbean Princess. OceanMedallion features leading-edge technology that enhances guest-crew interactions, enables interactive entertainment, and delivers personalized service.

MedallionClass vacations offer guests an extensive portfolio of OceanMedallion-enabled features specifically designed to enhance the vacation experience. They currently include:

- **Keyless Stateroom Access:** Stateroom entry is a seamless experience where each guest is securely validated and the door automatically unlocks, with personalized greetings launching soon.
- **MedallionPay™:** All guests use an easy and hassle-free, payment experience enabling crew members to focus on guest service interactions.
- **OceanCasino™:** On smart devices and select portals, guests can wager real money on a portfolio of games, including slots, poker, bingo, roulette, keno and lottery from anywhere on board.
- **OceanCompass™** featuring **OceanNav™** and **ShipMates**. On select portals guests can use OceanNav for point-to-point wayfinding throughout the ship via an intelligent navigation assistant, and utilize ShipMates to easily locate friends, family and kids.
- **JourneyView:** On portals throughout the ship, guests can access a real-time look at their itinerary, along with events and activities taking place during their cruise.
- **OceanView™:** Guests can stream more than 100 hours of award-winning Ocean Original travel content – which airs nationally on weekends on ABC and NBC - to their smart device anywhere on the ship at no cost.
- **PlayOcean™:** On portals located shipwide, guests are able to play family games, including trivia, word jumble, a matching game, and Ocean Treks Adventure – an interactive, shipwide digital scavenger hunt.

Caribbean Princess now also features Carnival Corporations' MedallionNet™, offering guests Wi-Fi connectivity that is fast, reliable, unlimited and affordable with an access point in every stateroom. Guests on MedallionClass ships experience land-like connectivity for streaming sports, movies, music and videos, communicating on video phone calls from anywhere on the ship, and sharing their vacation experiences in real time with friends and family back home on social media platforms – another factor contributing to higher guest satisfaction scores.

"Having 100 percent of our guests using OceanMedallions on every sailing of Caribbean Princess is a significant milestone that we are celebrating on the path to fleet-wide implementation," said Jan Swartz, president of Princess Cruises, the world's largest international premium cruise line. "It is very validating to have our guests tell us that OceanMedallion is turning an already extraordinary experience on Princess Cruises into an even more spectacular vacation, making sailing on Caribbean Princess the ultimate Caribbean cruise vacation."

OceanMedallion activates a travel industry first with an Experience Internet of Things (xIoT™) platform using a guest-centric approach that helps maximize a cruise vacation in real-time based on guests' choices and preferences. The result delivers enhanced personalization on a large scale across every aspect of a cruise vacation.

OceanMedallion was first unveiled by Carnival Corporation CEO Arnold Donald at CES 2017 and was a key factor in Fast Company recognizing the corporation with two Innovation as Design Awards that same year.

The company's guest experience platform actively learns an individual guest's needs, wants and desires in real time. The guest experience intelligence then flows into a tool used by crew members called GuestView, which provides them with relevant insights, such as a display of a guests' names and where they are from, and information about their loyalty level or assigned dining. When that guest visits another bar or restaurant on board, the staff has visibility into that guest's preferences, enabling them to anticipate ways to provide an even higher level of personalized service.

In addition to current Medallion-enabled features on Caribbean Princess, Princess Cruises will continue rolling out additional advanced offerings for guests this fall while also continuing to refine the enhanced experience based on guest and crew feedback.

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One of the best-known names in cruising, Princess Cruises is a global premium cruise line and tour company operating a fleet of 17 modern cruise ships, carrying two million guests each year to 380 destinations around the globe, including the Caribbean, Alaska, Panama Canal, Mexican Riviera, Europe, South America, Australia/New Zealand, the South Pacific, Hawaii, Asia, Canada/New England and World Cruises. A team of professional destination experts has created more than 150 award-winning itineraries, ranging in length from three to 111 days and Princess Cruises has been continuously recognized as "Best Cruise Line for Itineraries."

Princess Cruises continues its multi-year, "Come Back New Promise" – a \$450 million-dollar product innovation and cruise ship renovation campaign that will continue to enhance the line's onboard guest experience. These enhancements result in more moments of awe, lifetime memories and meaningful stories for guests to share from their cruise vacation. The product innovations include partnerships with award-winning Chef Curtis Stone; engaging entertainment inspired shows with Broadway-legend Stephen Schwartz; immersive activities for the whole family from Discovery and Animal Planet that include exclusive shore excursion to onboard activities; the ultimate sleep at sea with the award-winning Princess Luxury Bed and much more.

Three new Royal-class ships are currently on order with the next new ship, Sky Princess, under construction scheduled for delivery in October 2019 and Enchanted Princess in 2020. Princess recently announced that two new (LNG) ships which will be the largest ships in the Princess fleet, accommodating approximately 4,300 guests with expected delivery in 2023 and 2025. Princess now has five ships arriving over the next six years between 2019 & 2025. The company is part of Carnival Corporation & plc (NYSE/LSE :[CCL](#);NYSE :[CUK](#)).

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

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