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NORWEGIAN CRUISE LINE HOLDINGS LTD.

Oceania Cruises Announces Key Executive Appointments

MIAMI--(BUSINESS WIRE)-- Oceania Cruises, along with its parent company, Prestige Cruise Holdings (PCH), announced key appointments to its management team. Effective May 1, 2011, the company is adding additional positions to its executive ranks and streamlining key reporting paths as it continues its growth.

Bob Binder, vice chairman and president of Prestige Cruise Holdings (PCH), the parent company of Oceania Cruises and Regent Seven Seas Cruises (Photo: Business Wire)

Bob Binder has been promoted to vice chairman and president of Prestige Cruise Holdings, parent company of Oceania Cruises and Regent Seven Seas Cruises. Reporting directly to Frank J. Del Rio, chairman and CEO, Binder will work alongside Del Rio on the final outfitting and delivery of Oceania Cruises' new Riviera, which is scheduled to join the fleet in April 2012. He will also oversee several strategic initiatives, including the global expansion of the PCH brands and maintain relationships with several of the company's largest retail partners.

Bruce Himelstein has been appointed president of Oceania Cruises and succeeds Binder. Himelstein has held senior sales and marketing positions at several of the world's most respected hospitality companies and was previously senior vice president of sales and marketing at the Ritz Carlton Hotel Company during the most ambitious expansion in the brand's history. He most recently held the position of executive vice president and chief marketing officer for Kerzner International.

"I am delighted to welcome Bruce to our family of accomplished executives. He brings a tremendous amount of experience and talent to Oceania Cruises during the brand's expansion," stated Del Rio.

In related news, Victor Gonzalez, executive vice president of passenger services for Oceania Cruises and Regent Seven Seas Cruises, will step into an expanded role and report directly to Del Rio. His responsibilities now include all aspects of call center management, yield and revenue management, training and development, and guest relations. Howard Sherman, senior vice president of revenue management for both brands, will now oversee air services and continue to report to Gonzalez.

Frank A. Del Rio, who is responsible for hotel and land programs and shore excursions for Oceania Cruises and Regent Seven Seas Cruises, will assume the title senior vice president of port and destination services, with operational and relationship responsibilities for more than 350 ports worldwide. Del Rio will now report to Robin Lindsay, executive vice president of vessel operations for PCH.

About Oceania Cruises

Oceania Cruises(R) offers unrivaled cuisine, luxurious accommodations, exceptional personalized service and extraordinary value. Award-winning itineraries visit more than 330 ports in Europe, Australia, New Zealand, Asia, and the Americas aboard the 684-guest Regatta, Insignia and Nautica. The 1,250-guest Marina joined the fleet in January 2011 and will be followed by Riviera - a sister ship - in April 2012.

About Prestige Cruise Holdings

Prestige Cruise Holdings (PCH) is the parent company of Oceania Cruises and Regent Seven Seas Cruises. Formed in 2007 to manage select assets in Apollo Management's cruise investment portfolio, PCH is led by Chairman and CEO Frank Del Rio, the founder of Oceania Cruises. PCH is the market leader in the upper-premium and luxury segments of the cruise industry with nearly 5,200 berths between the Oceania Cruises and Regent Seven Seas Cruises brands, a number the company expects will grow to approximately 6,500 berths by 2012.

Photos/Multimedia Gallery Available: http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6674133&lang=en

Source: Oceania Cruises