

October 6, 2011



Legendary Iconic Artist Peter Max to Paint Norwegian Breakaway's Hull Artwork

NEW YORK--(BUSINESS WIRE)-- Norwegian Cruise Line announced today that pop icon and America's most popular living artist, Peter Max, has been commissioned to paint the signature hull artwork for the line's newest ship, Norwegian Breakaway, scheduled for delivery in April 2013. This is the first time Norwegian has asked a well-known artist to paint the hull artwork on one of its ships. The company also announced today that the ship will homeport year-round in Max's hometown, New York City.

"Since Norwegian Breakaway will be making her home in New York, we felt it was fitting to ask the artist best associated with New York, Mr. Peter Max, to paint the ship's hull," said Kevin Sheehan, Norwegian Cruise Line's chief executive officer. "I am a huge fan of his work and know that the art he creates for Norwegian Breakaway will make the ship instantly recognizable."

With paintings on exhibition in hundreds of museums and galleries worldwide, Peter Max and his vibrant colors have become part of the fabric of contemporary culture. Max has been successively called a Pop Icon, Neo Fauvist, Abstract Expressionist and the United States' "Painter Laureate."

"I am so excited to be painting the hull of Norwegian Breakaway for Norwegian Cruise Line," said Peter Max. "I love painting large canvases. I've painted a plane and a stage for Woodstock, but never a ship. I love ships and have travelled on them many times in my life. To see my artwork floating on Norwegian Breakaway out at sea will be a dream come true."

Max has achieved his place in history having painted for various Heads of State, including six U.S. Presidents. From art that appeared on the first U.S. 10-cent stamp bearing the title "Preserve the Environment," to 235 U.S. Border murals greeting millions of people entering America each year, Peter Max seeks to capture themes of America at its finest in his art.

He has a long-standing career as the preeminent Pop artist in America. His art appears on a Boeing 777 jumbo jet currently flying the skies for Continental; a 600-foot stage for the Woodstock Music Festival; the covers of Verizon's New York City yellow and white pages; and a giant mural unveiled at the 2002 Winter Olympics. Max has also been designated Official Artist of five Super Bowls, six Grammy Awards, World Cup USA, The World Series, the United Nations Earth Summit, and numerous other events. Max was honored at the Jefferson Awards with an award for his lifetime dedication to America, and its charitable causes.

Currently under construction at Meyer Werft in Germany, Norwegian Breakaway will be 144,017 gross tons and have 4,000 passenger berths. The ship represents an opportunity for the Norwegian guest to "break away" from the routine of work, school, and daily stress, and find a true respite at sea. Norwegian Breakaway, and sister ship Norwegian Getaway (scheduled for delivery in April 2014), will take the best of the best from all of Norwegian's

existing ships, drawing on the line's experience of having launched 10 ships in the past 10 years – starting with Norwegian Star and Sun in 2001 and culminating with the launch of Norwegian Epic in 2010.

To date, the company has revealed details on all of the ships' staterooms which combine the form and function of the line's Jewel class ships' staterooms with the modern and contemporary design touches of Norwegian Epic. A rich mix of stateroom options will be available including the innovative Studios, designed and priced for solo travelers, the re-introduction of Oceanview staterooms, Balcony and Mini-Suites, along with Spa Balcony, Mini-Suites and Suites in close proximity to the spa. The ship also features The Haven by Norwegian, comprised of 42 suites at the top of the ship and 18 additional suites located throughout the ship.

Norwegian Breakaway's New York to Bermuda cruises are scheduled to go on sale to Latitudes members, Norwegian's frequent guests, on Friday, October 14, 2011 and to the public on Monday, October 17, 2011. Also, as part of its Partners First commitment, Norwegian will open Norwegian Breakaway's sailings for group block bookings exclusively for travel partners on Monday, October 10, 2011. Information on Norwegian Breakaway's accommodations and itinerary can be found at www.ncl.com/breakaway. To book a cruise on Norwegian Breakaway, contact a travel professional, call Norwegian at 800-327-7030 or visit www.ncl.com.

About Norwegian Cruise Line

Norwegian Cruise Line is the innovator in cruise travel with a 44-year history of breaking the boundaries of traditional cruising, most notably with the introduction of Freestyle Cruising which has revolutionized the industry by allowing guests more freedom and flexibility.

Today, Norwegian has 11 purpose-built Freestyle Cruising ships, providing guests the opportunity to enjoy a relaxed cruise vacation on some of the newest and most contemporary ships at sea. The Company has two 4,000-passenger vessels on order for delivery in spring 2013 and spring 2014.

Norwegian's largest and most innovative Freestyle Cruising ship, Norwegian Epic, debuted in June 2010. Norwegian Cruise Line is the official cruise line of Blue Man Group, appearing for the first time at sea on Norwegian Epic, as well as the official cruise line of Legends in Concert, Howl at the Moon Dueling Pianos, Gibson Guitar, and

Nickelodeon, the number-one entertainment brand for kids. Cirque Dreams® & Dinner is also featured on board Norwegian Epic as the first show of its kind at sea under a big top.

High resolution, downloadable images are available at www.ncl.com/pressroom. For further information on Norwegian Cruise Line, visit www.ncl.com, follow us on [Facebook](#) and [Twitter](#), watch us on [YouTube](#), or contact us in the U.S. and Canada at 888-NCL-CRUISE (625-2784).

Norwegian Cruise Line

AnneMarie Mathews, 305-436-4799

Amanda Graham, 305-436-4363

PublicRelations@ncl.com

Source: Norwegian Cruise Line