

January 16, 2015



NORWEGIAN CRUISE LINE
HOLDINGS LTD.

Escape to New Flavors and Dazzling Sights

Norwegian Escape to feature a series of branded experiences from leaders in dining and beverage, along with Tony Award-winning Broadway Musicals and all-new Supper Club

NEW YORK--(BUSINESS WIRE)-- Norwegian Cruise Line today announced a multitude of new partnerships with leaders in the fields of dining, beverage and entertainment to feature innovative branded experiences onboard Norwegian Escape. During an exclusive event in New York City, the line revealed that their largest ship ever, Norwegian Escape, will include several new culinary experiences, along with two Tony Award-winning musicals, and a unique Supper Club, when she begins sailing from her homeport of Miami in November 2015.

Foodies will delight in Norwegian Escape's ultimate culinary experiences, which will be helmed by James Beard Award-winning Iron Chef Jose Garces and Miami restaurateurs Jose Mendin, Andreas Schreiner and Sergio Navarro of The Pubblelly Restaurant Group; in addition to new beverage concepts The District Brewhouse, featuring craft beers from Wynwood Brewing Company, and The Cellars, A Michael Mondavi Family Wine Bar. Guests will be dazzled by three new shows, including Tony Award-winning Broadway musicals *After Midnight* and *Million Dollar Quartet*, along with a new supper club concept exclusive to Norwegian Escape, For The Record presents Dear John Hughes, featuring classic soundtracks from favorite motion pictures in a one-of-a kind 360° post-modern cabaret and dinner experience.

"With Norwegian Escape, we are transforming culinary experiences at sea and continuing our legacy of innovation that has revolutionized dining in the cruise industry," said Drew Madsen, Norwegian Cruise Line's president and chief operating officer. "We are building on our solid foundation of branded partnerships, including Jimmy Buffett's Margaritaville, and welcoming new ideas and flavors from award-winning chefs. Norwegian also continues to pave the way as a leader in entertainment, as we bring two Tony Award-winning Broadway musicals and a post-modern cabaret direct from Los Angeles to Norwegian Escape."

James Beard Award-winning Iron Chef Jose Garces will launch two specialty restaurants onboard Norwegian Escape, his first at sea. Known for his dining concepts from Philadelphia to Phoenix, Chef Jose Garces brings Latin-inspired culinary expertise, ranging from classic Mexican dishes to Cuban specialties. *Bayamo by Jose Garces* will highlight Latin dishes with a Cuban-influence in a chic dining room and al fresco on The Waterfront. *Pincho Tapas Bar by Jose Garces* will offer traditional Spanish tapas à la carte in a lively, casual setting.

Sugarcane Mojito Bar, a Norwegian guest favorite, will complete the space and serve as an entry to Bayamo.

A brand new concept for Norwegian, the Food Republic will be a modern, upscale food emporium from The Pubblelly Restaurant Group featuring global cuisine for sampling and

sharing. Guests will experience a culinary journey via small plates, with flavors ranging from Asia to Central Europe and the Mediterranean, all available à la carte. As some of the hottest restaurateurs in Miami, partners Jose Mendin, Andreas Schreiner and Sergio Navarro, have opened six concepts in the Magic City over the past three years.

A concept never before done at sea, the District Brew House is a hip, urban craft beer hall featuring an exclusive partnership with Miami's own Wynwood Brewing Company. Complete with a keg room, 24 draft beers on tap and more than 50 different bottled beers, the District is sure to be the new hangout onboard for beer connoisseurs and fans alike, offering a menu of gastropub-style plates the beverage offerings, including handcrafted cocktails from Bar Lab's James Beard Award-nominated mixologists Gabriel Orta and Elad Zvi.

Norwegian Escape will also be home to the line's first wine bar in partnership with the Michael Mondavi Family - The Cellars, A Michael Mondavi Family Wine Bar. The Cellars features an array of immersive wine experiences, focusing on tasting, education, and the enjoyment of wine, all accompanied by small plates and tapas, available à la carte. The curated wine list features 35 grape varietals including top selections from Tuscany's Ornellaia and Michael Mondavi's own Napa Valley Estate.

While onboard, guests will also enjoy delicious treats from Carlo's Bake Shop by Buddy Valastro, star of TLC's "Cake Boss" and "Next Great Baker."

Continuing with Norwegian's commitment to excellence in entertainment, Norwegian Escape will feature two Tony Award-winning Broadway musicals headlining in the Escape Theater. Winner of the Tony®, Drama Desk, Outer Critics Circle and Astaire Awards for Best Choreography, *After Midnight*, which recently completed its run on Broadway, is the smash-hit musical that combines the big-band songs of Duke Ellington, a roof-raising onstage jazz band, and the best dancing from Broadway. A cast of megawatt singers, dancers and tappers will bring Harlem's Cotton Club to life in a never-before-seen phenomenon at sea. *After Midnight* on Norwegian Escape will be presented by special arrangement with Scott Sanders Productions.

Following a successful run on Broadway and currently touring nationally as well as performing in Las Vegas, *Million Dollar Quartet* is the smash-hit musical inspired by the famed recording session that brought together rock 'n' roll icons Elvis Presley, Johnny Cash, Jerry Lee Lewis and Carl Perkins for the first and only time. On December 4, 1956, these four young musicians gathered at Sun Records in Memphis for what would be one of the greatest jam sessions ever. *Million Dollar Quartet* brings that legendary night to life, featuring a score of rock hits including "Blue Suede Shoes," "Fever," "Great Balls of Fire," "Walk the Line," and more. This thrilling musical will bring guests inside the recording studio with four major talents who came together as a red-hot rock 'n' roll band for one unforgettable night.

In a new concept exclusive to Norwegian Escape, the Supper Club has been re-imagined for an unforgettable dinner and show. *For The Record* is a critically acclaimed Hollywood night that celebrates classic soundtracks of motion picture masters in a one-of-a kind 360° post-modern cabaret. Guests will spend an evening with a brain, an athlete, a basket case, a princess and a criminal in this mashed-up retrospective of the John Hughes' coming of age 1980's teen films. The audience will laugh, cry, stomp their feet and relive the classic new wave sounds from *Sixteen Candles*, *The Breakfast Club*, *Weird Science*, *Pretty In Pink* and *Ferris Bueller's Day Off*.

Headliners Comedy Club will offer up the nation's top comedians through the line's expanded partnership with Levity Entertainment Group, the world's largest producer of live comedy.

To book a cruise on Norwegian Escape, contact a travel professional, call Norwegian at 888-NCL-CRUISE (625-2784), or visit www.ncl.com.

EDITOR'S NOTE: For downloadable rendering images, visit www.escape.ncl.com

Photos/Multimedia Gallery Available:

<http://www.businesswire.com/multimedia/home/20150116005779/en/>

Norwegian Cruise Line
Vanessa Picariello, 305-298-1046
AnneMarie Mathews, 305-733-9744
publicrelations@ncl.com

Source: Norwegian Cruise Line