

September 18, 2012



NORWEGIAN CRUISE LINE
HOLDINGS LTD.

New York Icons the Rockettes® Named Godmothers of Norwegian Breakaway

Partnership with the Rockettes, the Radio City Christmas Spectacular and Radio City Music Hall unveiled

Members of the legendary New York dance company will be part of the onboard guest experiences for select cruises

NEW YORK--(BUSINESS WIRE)-- Norwegian Cruise Line and MSG Entertainment announced today that the Rockettes, one of New York's most illustrious and beloved icons, will christen Norwegian Breakaway as the official Godmothers, further strengthening the ship's strong ties to New York. The christening ceremony will take place in New York City on May 8, 2013 on board Norwegian Breakaway, the largest ship to homeport year-round in New York. The partnership with the Rockettes will include Norwegian Cruise Line as the designated "Official Cruise Line" of the Rockettes and Radio City Music Hall, and as the "Official Partner" of the *Radio City Christmas Spectacular*. As part of their role as Godmothers, two Rockettes will sail aboard the first six sailings of Norwegian Breakaway, beginning May 12, 2013, and the first sailing of each month thereafter, taking part in special events for guests to enjoy.

"Norwegian Breakaway is being designed as New York's ship and we want everyone to know that this is the 'must-sail' cruise ship from New York in 2013 and beyond," said Kevin Sheehan, Norwegian Cruise Line's chief executive officer. "I strongly believe that the Rockettes, one of the most beloved and recognizable New York icons, are the perfect choice to serve as the ship's Godmothers. The Rockettes not only epitomize New York, they are known as strong role models and talented stars. We couldn't be more pleased to have these renowned dancers as the Godmothers of New York's ship, Norwegian Breakaway."

"We are thrilled to announce our partnership with Norwegian Cruise Line as we bring together three of our iconic New York based properties in the MSG Entertainment portfolio, Radio City Music Hall, the *Radio City Christmas Spectacular* and the legendary Rockettes," said Melissa Ormond, president, Madison Square Garden Entertainment. "This signature partnership will provide Norwegian Cruise Line with unprecedented access to the Rockettes, Radio City and the *Christmas Spectacular*, providing their customers an opportunity to experience firsthand these New York icons. The Rockettes have been beloved by millions of fans for the past 85 years in New York and it is such an honor to celebrate their legacy as the official Godmothers of the largest ship ever to homeport in New York City."

The larger partnership across the MSGE properties, Radio City Music Hall, the *Radio City Christmas Spectacular* and the Rockettes, will create expansive brand exposure for Norwegian Cruise Line at Radio City Music Hall, including onsite venue presence during the 2012 production of the *Christmas Spectacular*. Guests attending this year's *Christmas Spectacular* at Radio City Music Hall can participate in the "Spectacular Sweeps," a

sweepstakes that can be entered right from their seats with the opportunity to win one of two cruises for a family of four on Norwegian Breakaway.

Norwegian Cruise Line will have a year-round display in Radio City Music Hall's Grand Lounge that features an 11-foot replica of Norwegian Breakaway, along with information on the ship's unique attributes, entertainment, dining, destinations and more.

Onboard Norwegian Breakaway, the Rockettes, with their unparalleled grace, athleticism and precision technique that has made them part of the fabric of New York City for 85 years, will be showcased with a variety of offerings, including a historical retrospective in the ship's library, exclusive fitness class designed by the Rockettes, featured beverages and more. On select sailings, guests will have the exclusive opportunity to meet two of the Rockettes. Sailing on the first six cruises from New York, as well as the first sailing of every month, two Rockettes will offer special fitness classes, photo opportunities, meet and greet speaker series and more.

"Having two Rockettes on board select sailings is going to be a very special opportunity for our guests to have more interaction with these incredibly talented and dynamic women," added Sheehan. "This truly takes the role of Godmother to a new level as the Rockettes will be a special part of Norwegian Breakaway's unique cruising experience."

Starting with their inaugural New York City performance in 1927, the Rockettes have wowed audiences for the last 85 years. From appearances on the Tony Awards, Project Runway, Dancing with the Stars and the Super Bowl Halftime Show to Presidential inaugurations, the Rockettes are the epitome of teamwork and the embodiment of the belief that "together we're better." Each dancer achieved their lifelong dream of becoming a Rockette through hard work, determination, dedication and dreaming big. Known for their rich history, unrivaled talent, strength, dynamism, precision and athleticism, the Rockettes have become one of the nation's most beloved icons. As the stars of the annual *Christmas Spectacular* production, the Rockettes entertain more than one million people each year and have played to 75 different cities across the country with the national touring production.

Known as the showplace of the nation, Radio City Music Hall has hosted some of the biggest names in entertainment and music since it opened its doors on December 27, 1932. More than 300 million people have come to the Music Hall to enjoy stage shows, movies, concerts and special events, as well as the annual *Christmas Spectacular* production. The 2012 edition of the *Christmas Spectacular* invites audiences to take part in the *Rockettes Celebration!* This year's production commemorates 85 years of the past, present and future of the Rockettes featuring dazzling dance numbers, beloved favorites, breathtaking special effects and a brand new showcase featuring the Rockettes' most extraordinary costumes through the years, alongside beloved favorites that have been in the show since its inception.

Norwegian Breakaway

The 4,000 passenger Norwegian Breakaway will arrive in her year-round homeport of New York City in early May 2013. The ship will begin weekly summer seven-day cruises to Bermuda on Sunday, May 12, 2013. From October 2013 through April 2014, New York's ship will offer seven-day voyages from the heart of Manhattan to the Bahamas and Florida, as well as two 12-day sailings to the Southern Caribbean.

To date, the company has revealed the ship's groundbreaking design, including The Waterfront and 678 Ocean Place; a wide range of indoor and outdoor venues on three dynamic decks that will create a whole new complex at sea that enhances guests' connection with the ocean. Norwegian Breakaway's entertainment will include three Broadway shows: five-time Tony nominated ROCK OF AGES; the dance sensation BURN THE FLOOR; and CIRQUE DREAMS & DINNER JUNGLE FANTASY. The famed comedy troupe The Second City, Howl at the Moon dueling pianos, and New York's own Slam Allen will also perform on the vessel. Celebrity Chef and Food Network star Geoffrey Zakarian will also debut his first restaurant at sea on Norwegian Breakaway: Ocean Blue by Geoffrey Zakarian.

The top decks of Norwegian Breakaway will feature the first Aqua Park at sea with five full-size water slides, including twin Free Fall slides, the first ever at sea, and a three-story sports complex that includes the largest ropes course at sea, a nine-hole miniature golf course, basketball court, rock climbing wall and more.

The ship will also feature a rich mix of stateroom options including The Haven by Norwegian, comprised of 42 Suites at the top of the ship in an exclusive, private key-card enclave and 22 additional Suites located throughout the ship; 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.

For more information on the incredible features and accommodations on Norwegian Breakaway, visit www.breakaway.ncl.com. To book a cruise on Norwegian Breakaway, contact a travel professional, call Norwegian at 800-327-7030 or visit www.ncl.com. Comment on today's announcement on our [Facebook](#) page.

About MSG Entertainment

MSG Entertainment is one of the country's leaders in live entertainment. MSG Entertainment creates, produces and/or presents a variety of live productions, including the Radio City Christmas Spectacular featuring the Rockettes. MSG Entertainment also presents or hosts other live entertainment events such as concerts, family shows and special events in the Company's diverse collection of venues. These venues include Madison Square Garden, Radio City Music Hall, the Theater at Madison Square Garden, the Beacon Theatre, the Chicago Theatre, the Forum in Inglewood, CA, and the Wang Theatre in Boston, MA. More information is available at www.themadisonsquaregardencompany.com.

About Norwegian Cruise Line

Norwegian Cruise Line is the innovator in cruise travel with a 45-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 invites consumers to "Cruise Like a Norwegian" on one of its 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, Norwegian Breakaway and Norwegian Getaway, on order for delivery in April 2013 and early 2014.

Norwegian's largest and most innovative Freestyle Cruising ship, Norwegian Epic, debuted in June 2010 and has been named "Best Overall Cruise Ship" by the readers of *Travel Weekly* and "Best Ship for Sea Days" by *Cruise Critic*. 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, The Second City[®], Howl at the Moon Dueling Pianos, 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](#), [Twitter](#), and Instagram @Norwegiancruiseline, Pin us on [Pinterest](#), watch us on YouTube, or contact us in the U.S. and Canada at 888-NCL-CRUISE (625-2784).

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Source: Norwegian Cruise Line