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NCLH
NORWEGIAN CRUISE LINE HOLDINGS LTD.

ADDING MULTIMEDIA Nickelodeon and Norwegian Cruise Line Partner to Deliver the Ultimate Family Experience with Nickelodeon at Sea Exclusively on Norwegian Cruise Line

Nickelodeon Will Be the Featured Family Brand on Norwegian Jewel and Norwegian Epic; Norwegian to Offer Annual Nickelodeon Specialty Cruise

NEW YORK--(BUSINESS WIRE)-- Norwegian Cruise Line today announced a new partnership with Nickelodeon in which select Norwegian ships will feature Nickelodeon-themed family entertainment and programming all year long. Beginning in April on Norwegian Jewel and this summer on Norwegian Epic, Nickelodeon and Norwegian experiences for the entire family will include: character meet and greets; interactive game shows; and more. The three-year partnership also includes select specialty Nickelodeon-themed cruises each year, featuring Nickelodeon TV stars, show premieres and continuous themed-entertainment on the ship.

"Nickelodeon is an incredible family brand that is well-known to kids and parents of all ages," said Kevin Sheehan, Norwegian's chief executive officer. "Combining its worldwide appeal with our signature Freestyle Cruising will create the ultimate experience at sea for families. For any family considering a cruise vacation, there is no better value and experience than Nickelodeon at Sea on Norwegian Cruise Line."

"At a time when families are seeking special travel experiences, we see an opportunity to build on the success of our previous Nickelodeon cruises to create a unique family cruise vacation experience with Norwegian Cruise Line," said Howard Smith, executive vice president, Nickelodeon Recreation. "By partnering with Norwegian, we are now able to offer families Nickelodeon entertainment and programming at sea all year long."

Nickelodeon at Sea will launch on Norwegian Jewel when the ship begins sailing from New York in late April, and on Norwegian's latest addition to its fleet--Norwegian Epic--when she launches in July. Each cruise will feature live Nickelodeon-themed interactive shows, including: SlimeTime LIVE! with Nick's signature slime; Nick Live! Poolside entertainment; character breakfasts and meet and greets; Nick-themed dance parties; and more. Nickelodeon-themed elements will also be incorporated into Norwegian's Kids' Crew program.

In addition to the year-round programming on Norwegian Jewel and Norwegian Epic, special Nickelodeon-themed cruises will be offered annually where families can immerse themselves in everything Nickelodeon all day, every day. These unique cruises will include: special appearances by the Network's live talent; show premieres; more live game shows;

even more opportunities to visit with kids' favorite Nick characters; and much more. The first of the Nickelodeon-themed specialty cruises is scheduled on Norwegian Jewel later this year. More details and an on sale date will be released soon.

To book a cruise on Norwegian Jewel, Norwegian Epic or any of Norwegian's ships, go to www.ncl.com, call 800-327-7030 or contact a travel professional.

About Nickelodeon

Nickelodeon, now in its 30th year, is the number-one entertainment brand for kids. It has built a diverse, global business by putting kids first in everything it does. The company includes television programming and production in the United States and around the world, plus consumer products, online, recreation, books, magazines and feature films. Nickelodeon's U.S. television network is seen in almost 100 million households and has been the number-one-rated basic cable network for 15 consecutive years. For more information or artwork, visit http://www.nickpress.com. Nickelodeon and all related titles, characters and logos are trademarks of Viacom Inc. (NYSE: VIA, VIA.B).

About Norwegian Cruise Line

Norwegian Cruise Line is the innovator in cruise travel with a 43-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 the youngest fleet in the industry with 10 purpose-built Freestyle Cruising ships, providing guests the opportunity to enjoy a relaxed cruise vacation on the newest, most contemporary ships at sea.

Norwegian is presently building Norwegian Epic, the company's largest and most innovative Freestyle Cruising ship to date, for delivery in summer 2010. Norwegian Cruise Line is the official cruise line of Blue Man Group, debuting for the first time at sea on Norwegian Epic.

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 or contact us in the U.S. and Canada at 866-234-7350.

Photos/Multimedia Gallery Available: http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6138344&lang=en

Source: Norwegian Cruise Line