September 8, 2010

NCLH
NORWEGIAN CRUISE LINE HOLDINGS LTD.

YouTube Launches New Travel Channel Powered by Norwegian Cruise Line

Robust channel provides travel ideas and inspiration from experts along with ability to create personalized Freestyle Cruising videos

MIAMI, Sept. 8 /PRNewswire/ -- Norwegian Cruise Line today announced it is working with YouTube to power the first-ever YouTube Vacationer, a travel-specific channel within the world's largest online video site providing vacation inspiration with ideas and advice from well-traveled experts, such as *Lonely Planet*, *National Geographic* and *Travel Channel*. The YouTube Vacationer, www.youtube.com/vacationer, is also interactive, offering visitors a first of its kind opportunity to create their own "Vacation You" video experience and share it with others.

(Photo: https://photos.prnewswire.com/prnh/20100908/DA60979)

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Norwegian Cruise Line's signature Freestyle Cruising approach is at the heart of this site, providing users the freedom, flexibility and choice to interact with more than two million combinations of video content enabling them to create and share their own unique Freestyle vacation experience.

When interacting within Norwegian's "Vacation You" section of the YouTube Vacationer channel, visitors will select from a series of short video clips that tap into their vacation mindset to produce a customized 60-90 second montage of their ideal Freestyle Cruising vacations. Visitors can then share their personalized "Vacation You" video with friends and family through Facebook, Twitter or email.

"By working with YouTube on their first-ever travel-specific channel, we are giving visitors the opportunity to experience our brand and all the options that Freestyle Cruising offers," said Maria Miller, Norwegian Cruise Line's senior vice president of marketing. "From a marketing perspective, this opportunity is compelling because it provides a truly organic user experience and represents another great way for brands to work with YouTube."

"We are pleased to be working with Norwegian Cruise Line, the innovators in cruise travel, on our first branded travel channel," said Mark Day, Sales Development at YouTube. "The YouTube Vacationer channel brings the best of our partners' travel videos into a single destination to help users explore, plan and dream about their next vacations, and it gives users a way to see themselves in a customized vacation video with Norwegian's 'Vacation You' application."

To experience the YouTube Vacationer channel, visit www.youtube.com/vacationer.

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.

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, debuting for the first time at sea on Norwegian Epic, as well as the official cruise line of Legends in Concert, Second City® Comedy Troupe, 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).

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