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NORWEGIAN CRUISE LINE
HOLDINGS LTD.

Oceania Cruises Announces 'Pillars of Distinction'

Fleet Updates and Enhancements Strengthen Leadership Position

MIAMI, June 9 /PRNewswire/ -- Oceania Cruises has launched a multi-million dollar initiative to update and enhance its award-winning fleet. The comprehensive "Pillars of Distinction" program -- the most significant product investment in the company's history -- centers on the three hallmarks of the Oceania Cruises experience: comfort, cuisine and service.

The 684-guest *Nautica*, the first Oceania Cruises ship to undergo its *Pillars of Distinction* update, re-entered service June 4. Sister ship *Insignia* will incorporate *Pillars of Distinction* this November and *Regatta* in January 2011. All work will occur during regularly scheduled dry-docks.

Pillars of Distinction amenities and design highlights will be incorporated on Oceania Cruises' two new ships, currently under construction in Italy. The 1,258-guest *Marina* joins the fleet in January 2011 and a sister ship, *Riviera*, is scheduled for delivery in April 2012.

"Oceania Cruises has set new industry standards since we launched the line nearly eight years ago," said Frank Del Rio, the line's founder and chairman/CEO of parent company Prestige Cruise Holdings. "With our new *Pillars of Distinction* initiative we have raised the bar in upper-premium cruising to ensure that the Oceania Cruises experience remains unmatched."

Stylish Staterooms and Suites

Under the new program, Oceania Cruises' elegant and well-appointed staterooms and Penthouse Suites will be enhanced with even more luxurious amenities and stylish new decor highlights. Custom, tufted headboards with nail-head trim mounted on floor-to-ceiling Wenge walnut panels provide the dramatic focal point.

Oceania Cruises pioneered the luxury bedding trend at sea in 2003 and the new *Prestige Tranquility Beds* raise the standard even higher. The bed is composed of 400 encapsulated springs in seven zones that are covered by two inches of memory foam; a two-inch thick cushion filled with gel and wrapped in Chamomile-infused fiber tops the mattress. In addition, all beds will be dressed with 1,000-thread-count, Egyptian cotton linens and duvets and a plush down comforter.

All accommodations will also be outfitted with refrigerated mini bars, wall sconces and bedside reading lamps, as well as updated furnishings and bath amenities.

Sophisticated Steakhouse, Spa Cuisine

Acclaimed for its gourmet cuisine and no-charge specialty restaurants, Oceania Cruises will refine its culinary offerings with new decor in *Polo Grill*, enhanced menus in *Terrace Cafe* and *Toscana*, and the introduction of sublime Canyon Ranch Spa Cuisine.

Polo Grill is Oceania Cruises' most popular alternative restaurant. Here, guests enjoy the finest dry-aged prime beef, chops and poultry, plus succulent seafood, including Maine lobster. *Pillars of Distinction* enhancements include new leather chairs, carpeting and drapes in hues of crimson, claret, gold and hunter, which evoke the glamour of a sophisticated, yet classic American steakhouse.

Terrace Cafe, a casual venue with both indoor and al fresco seating will expand its lavish breakfast, lunch and dinner buffets. Sushi, sashimi and made-to-order pasta dishes will be complemented with regional delicacies in selected destinations.

Toscana, the line's upscale Italian venue, will enhance its menu with the addition of a gourmet olive oil menu and new favorite family recipes from staff and crew.

In the second phase of its proud partnership, breakfast, lunch and dinner menus in both the *Grand Dining Room* and *Terrace Cafe* will feature "Spa Cuisine" selections developed by the culinary team at Canyon Ranch Health Resorts, the number one healthy living company in the world. Canyon Ranch opened the onboard spas in 2009.

Enrichment -- Aboard and Ashore

In order to provide guests with new and unique experiences, Oceania Cruises will expand its onboard enrichment program as part of the *Pillars of Distinction* initiative. On select sailings Canyon Ranch *Healthy Living Experts* will offer classes and workshops addressing lifestyle change, healthy living, stress management and a variety of other topics.

To maintain its leadership position in destination cruising, Oceania Cruises' award-winning itineraries will be enhanced with one-of-a-kind shore experiences in many ports. New tours and excursions include visits to the Pope's private place of worship at the Vatican, an "Alaskan Chef's Table," and photo safaris in Kenya, among others.

Pillars of Distinction is an ongoing initiative, with more updates and enhancements to be announced. For reservations or to order a brochure, contact a travel professional, visit OceaniaCruises.com or call toll-free at 800-531-5658.

About Oceania Cruises

Oceania Cruises® is the world's only upper-premium cruise line and offers an unrivaled combination of the finest cuisine at sea, elegant accommodations, exceptional personalized service and extraordinary value. Award-winning itineraries visit more than 300 ports in Europe, Australia, New Zealand, Asia, and the Americas aboard the luxurious *Regatta*, *Insighnia*, *Nautica* and brand new *Marina. Riviera*, a sister ship to *Marina*, is scheduled to join the fleet in April 2012.

About Prestige Cruise Holdings

Prestige Cruise Holdings (PCH) is the parent company of Oceania Cruises and Regent Seven Seas Cruises. Formed in 2007 to manage select assets in Apollo Management's cruise investment portfolio, PCH is led by Chairman and CEO Frank Del Rio, the founder of Oceania Cruises. PCH is the market leader in the upper-premium and luxury segments of

the cruise industry with nearly 4,000 berths between the Oceania Cruises and Regent Seven Seas Cruises brands, a number the company expects will grow to approximately 6,500 berths by 2012.

SOURCE Oceania Cruises