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NORWEGIAN CRUISE LINE  
HOLDINGS LTD.

# Undercover Boss' Norwegian Cruise Line Episode to Air on January 2, 2011

Norwegian CEO First to Be Discovered While on the Job

MIAMI--(BUSINESS WIRE)-- Norwegian Cruise Line President and CEO Kevin Sheehan has his cover blown while working on the frontlines during the company's episode of the Emmy-nominated hit reality series "Undercover Boss" airing on Sunday, January 2, 2011 (9:00-10:00 PM, ET/PT) on the CBS Television Network.

Norwegian Cruise Line President and CEO Kevin Sheehan has his cover blown while working on the frontlines during the company's episode of the Emmy-nominated hit reality series "Undercover Boss" airing on Sunday, January 2, 2011 (9:00-10:00 PM, ET/PT) on the CBS Television Network. (Photo: Business Wire)

In the Jan. 2 Norwegian Cruise Line episode, Sheehan is recognized by Silvia, a waitress in the Manhattan Room restaurant on Norwegian Epic. During his undercover journey, Sheehan also hosts the line's signature White Hot Party where he's forced to step out of his comfort zone to lead a crowd of more than 1,000 guests in a line dance. Sheehan also spent time on Pride of America in Hawaii, where he worked alongside a deck repairman, John, a fellow New Yorker, who was quite critical of Sheehan's performance.

"Going undercover gave me a much deeper appreciation for our crew and how hard they work everyday creating memorable cruise vacations for our guests," said Sheehan. "I can now better relate to our crew members. I was humbled by the experience and have an even greater respect for our crew since I've walked in their shoes."

Each week, "Undercover Boss" follows a different executive as he or she leaves the comfort of the corner office for an undercover mission to examine the inner workings of their companies. While working alongside their employees, they see the effects that their decisions have on others, where the problems lie within their organizations and get an up-close look at both the good and the bad while discovering the unsung heroes who make their companies run.

For more information on Sheehan's undercover experience and Norwegian Cruise Line, visit [www.ncl.com/undercoverboss](http://www.ncl.com/undercoverboss).

About Kevin Sheehan

Since taking the helm of Norwegian Cruise Line in 2008, Kevin Sheehan has overseen major company initiatives including vastly improving on-board service and amenities across the fleet; expanding the line's European presence; repositioning two of the line's Hawai'i-based ships creating a profitable business model; revitalizing top management with a mixture of cruise industry and outside expertise; and using his extensive 30-year background in the business world to help Norwegian post a sharp turnaround in profitability in the midst of a tough economic climate.

Sheehan comes from a diverse professional background that includes helping to found Spanish-language television network Telemundo; taking several companies public including rental car giant Avis; aiding in the inception and launch of the Sega Channel, the first interactive game platform over cable; teaching full-time at Adelphi University in New York and consulting for a variety of private equity firms, including Apollo Management, a Norwegian shareholder. Sheehan's tell-it-like-it-is persona and personal philosophy of leading by example has allowed him to reinvigorate the organization by opening lines of communication and creating a positive corporate culture.

Before joining Norwegian in 2007, Sheehan was Chairman and CEO of Cendant Corp Vehicle Services Division where he was responsible for Avis Rent A Car, Budget Rent A Car, Budget Trucks, PHH Vehicle Management, First Fleet and Wright Express. While there, he integrated the Avis and Budget rental car brands into one network and also successfully completed a 100 percent initial public offering of Wright Express.

Prior to joining Cendant Corp, Sheehan served in leadership positions at STT Video Partners LLP and Telemundo Group, Inc. He also spent two and a half years consulting to private equity firms and lecturing full-time at Adelphi University in New York as a Distinguished Visiting Professor of Accounting, Finance, and Economics.

Sheehan, a native New Yorker and avid basketball fan, is married with two children.

#### About Undercover Boss

CBS's reality series UNDERCOVER BOSS is an Emmy-nominated series in its second season and has featured such companies such as Choice Hotels International, DIRECTV, Frontier Airlines, NASCAR, The Chicago Cubs, and SUBWAY(R) Restaurants.

#### 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. The Company has reached an agreement for two 143,000-gross ton vessels for delivery in 2013 and 2014.

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(R) Comedy Troupe, Howl at the Moon Dueling Pianos, Gibson Guitar, and Nickelodeon, the number-one entertainment brand for kids. Cirque Dreams(TM) & 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](http://www.ncl.com/pressroom). For further information on Norwegian Cruise Line, visit [www.ncl.com](http://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).

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6553430&lang=en>

Source: Norwegian Cruise Line