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NORWEGIAN CRUISE LINE
HOLDINGS LTD.

Norwegian Cruise Line Holdings Announces Strategic Changes to Brand Leadership Team

Bob Binder, Jason Montague and Andy Stuart Named President and Chief Executive Officer of Oceania Cruises, Regent Seven Seas Cruises and Norwegian Cruise Line, respectively

MIAMI, Sept. 19, 2016 (GLOBE NEWSWIRE) -- Norwegian Cruise Line Holdings Ltd. (Nasdaq:NCLH) (together with NCL Corporation Ltd., "Norwegian Cruise Line Holdings", "Norwegian" or the "Company") today announced strategic changes to its brand leadership team to further align the Company's organizational structure with its goal to drive sustained growth and profitability.

Bob Binder has been appointed President and Chief Executive Officer of Oceania Cruises, in addition to his current role as Vice Chairman of Oceania Cruises and Regent Seven Seas Cruises, which he has held since 2011. Prior to that, Binder served as President of Oceania Cruises, where he played a key role in the development and design of new Oceania ships and new restaurant concepts for the line. In addition, Andy Stuart, President of Norwegian Cruise line, and Jason Montague, President of Regent Seven Seas Cruises, will add the title of Chief Executive Officer to their expanded roles with their respective brands, effective immediately.

"One of Norwegian's main strengths is the strong and deep bench of talent across our executive team," said Frank Del Rio, president and chief executive officer of Norwegian Cruise Line Holdings. "The focus and dedication that these leadership changes bring to each of our brands will further align our organizational structure with the unique needs of each brand and will enhance the overall performance of our company by creating even more exceptional vacation experiences across our fleets, strengthening our relationships with our travel partners and optimizing results to position the company for future growth."

The dedicated brand executives will oversee sales, marketing, passenger services and revenue management for each of their respective brands. They will continue to drive the development of itineraries and the onboard product to ensure each line delivers on its brand promise and provides outstanding cruise vacations for guests. All three will continue to report directly to the Company's president and chief executive officer, Frank Del Rio.

"With Bob Binder, a co-founder of Oceania Cruises, we bring a uniquely qualified industry veteran to strengthen and grow the Oceania brand and further enhance its position as the leading upper-premium cruise line," said Del Rio. "We are also capitalizing on the talents and contributions of two key executives, Andy Stuart and Jason Montague, with their expanded roles as Chief Executive Officers within their respective brands."

About Norwegian Cruise Line Holdings Ltd.

Norwegian Cruise Line Holdings Ltd. (Nasdaq:NCLH) is a leading global cruise company which operates the Norwegian Cruise Line, Oceania Cruises and Regent Seven Seas Cruises brands.

With a combined fleet of 24 ships with approximately 46,500 berths, these brands offer itineraries to more than 510 destinations worldwide. The Company will introduce four additional ships through 2020.

Norwegian Cruise Line is an innovator in cruise travel with a history of breaking the boundaries of traditional cruising, most notably with the introduction of "Freestyle Cruising," which revolutionized the industry by giving guests more freedom and flexibility. Norwegian Cruise Line offers The Haven by Norwegian, a luxury enclave with suites, private pools and dining, concierge service and personal butlers. Oceania Cruises offers the finest cuisine at sea and immersive destination experiences with destination-rich itineraries spanning the globe. A worldwide leader in the luxury cruise market, Regent Seven Seas Cruises offers the industry's most inclusive luxury experience aboard its all-suite fleet. Accompanying the unprecedented personalized service, gourmet cuisine and world-class entertainment, a voyage with Regent Seven Seas Cruises also includes round-trip air transportation to the port of origin with business class air provided for any intercontinental flights, fine wines and spirits throughout the ship, unlimited free internet access, ground transfers, pre-paid gratuities and complimentary sightseeing excursions at every destination visited.

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