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NORWEGIAN CRUISE LINE
HOLDINGS LTD.

NCL Redefines Nightlife at Sea, Reveals Hottest Clubs on Its New Ships - F3

Chic, upscale and one-of-a-kind experiences inspired by the nightlife capitals of the world - South Beach, Ibiza, the Riviera, and, of course, Vegas

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Norwegian Cruise Line (NCL):

[Spice H20 Images \(.zip\)](#)

[POSH Images \(.zip\)](#)

[Halo Uber Bar & Ice Bar Images \(.zip\)](#)

[Bliss Ultra Lounge Images \(.zip\)](#)

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Norwegian Cruise Line (NCL) has revealed its vision for the future of nighttime experiences at sea designed specifically for its two next generation of Freestyle Cruising ships, F3, set to debut in 2010. From Riviera chic and Ibiza style to Miami trendy and Vegas flair, the nightclubs on NCL's new F3 ships will create never-before-seen experiences at sea and feature multiple uses for day or night, along with exclusive, adult-only venues.

Five of the ships' distinct hotspots were revealed at Caesars Palace in Las Vegas at the hotel's private Venus Pool to press, NCL's Partnership 2.0 Advisory Board, local travel partners and consumers flown in for the event. The five venues include the industry's first true Ice Bar; POSH Beach Club, a first of its kind beach club at sea that offers an exclusive, adults-only setting at the top of the ship; Halo, the Uber Bar, a private bar and lounge in the ship-within-a-ship villa complex; Bliss Ultra Lounge, NCL's all-day entertainment and nightclub complex with four-lane bowling alley; and Spice H20, an adults-only aft pool deck experience. With these signature outlets, NCL's nightclub experience will rival even Vegas' energy and passion for nightlife.

"There is nothing ordinary about these ships. The F3s are unconventionally extraordinary," said Colin Veitch, NCL's president and CEO. "Every experience on board will be unique and like no other. F3 won't have massive void spaces and rooms only used for one thing. What's particularly unique about these spaces is they will have multiple uses - sunning, bowling, dining and, of course, party playgrounds. But this is just the beginning. We have a lot more to reveal in the upcoming months so stay tuned."

NCL's Ice Bar - chill out and chat up. Inspired by the original ice bars and ice hotels in Scandinavia and one of only 14 ice bars in the world, the cruise industry's first true ice bar is the ultimate chill. This frozen chamber of iced vodka is set in changing hues of blue, green

and purple LED lighting that simulates the Northern Lights and creates a distinctive arctic atmosphere. The centerpiece is a giant ice cube that glows and changes colors as the hottest techno beats add to the energy of this unique nightlife attraction. In addition, NCL's Ice Bar features a bar, walls, tables, stools, glasses and life-size sculptures all made from ice. Located on deck seven, Ice Bar will accommodate 25 guests who will be given fur coats, gloves and hats to keep them warm, since the room's temperature will not rise above 17 degrees Fahrenheit - creating the ultimate chill. To enter, guests will pay a cover charge with a drink or drinks included.

POSH Beach Club - the best nightlife day or night. Adult guests who purchase a POSH pass for the day or the week will take a private glass elevator to enter this luxurious and exclusive outdoor entertainment complex styled with Mediterranean flare and combined with the sizzle of South Beach and the Riviera. During the day, guests can lounge on white-cushioned day beds and in private cabanas in a sun-kissed setting and cool off in the 35-foot long cascading waterfall while the POSH VIP Host and crew cater to every whim. At night, things heat up as POSH Beach Club becomes an open air night club, complete with VIP bottle service, while the DJ sets the vibe for the non-stop party. Four POSH experiences a day are delivered:

- Early Morning (6 to 9 am)- POSH Vibe
 - Guests awake to yoga classes and body-and-soul treatments in private cabanas as the sun rises and the day starts anew.
- Morning (9 am to Noon) - POSH Rehab
 - Guests can relax and recover from a night out with Salty Dogs, Bloody Mary's, and mimosas combined with chill out tunes.
- Afternoon (Noon to 6 pm) - POSH Sol
 - The best nightlife in the daytime with guests lounging on day beds, enjoying funky beach music and spiked POSH snow cones while chilling under a lit waterfall.
- Evening (8 pm to whenever) - Pure POSH
 - A pure, sizzling, sexy, nightlife experience where guests enjoy sparkling drinks and bottle service served on silver trays. Look out Vegas, the vibe here is hot...guests can dance all night under the stars or lounge on a POSH bed...truly Riviera style

Halo, the Uber Bar - heavenly and very exclusive. Garden and Courtyard villa guests have exclusive VIP access to this Uber Bar located at the top of the ship on the private deck 16. This Uber Bar showcases the best of the best, from the best liquors around the world to the best art featured and available for purchase with jewelry-clad servers displaying the best jewelry onboard for purchase. LED screens, framed like masterpieces and placed strategically around the room, set the mood with video montages showing the best artwork, music videos, films, iconic images of celebrities, places, fashion and more. Private gaming tables, including baccarat and blackjack, add to the sexy style in this adult-only club.

Bliss Ultra Lounge and Nightclub - back by popular demand. NCL takes its popular Bliss Ultra Lounge and Nightclub, featured on Norwegian Gem and Norwegian Pearl, to the F3 ships. Bliss features NCL's signature bowling alley at sea as part of this all-day entertainment and nightclub complex with the feel of a decadent Las Vegas nightclub. Located on deck seven, this hotspot is perfect for all-day bowling, dancing or just hanging out. In the evening, Bliss transforms into a hip, high-energy ultra lounge with plasma screens displaying music videos, shadow dancers entertaining the crowd and non-stop music. A dance floor, private VIP areas and mood-lit bowling complete this totally unique seagoing experience. Bliss features NCL's popular White Hot Night, the ultimate dance party set in a

wonderland of white. Guests are encouraged to wear white to the party and they can purchase specially designed "white hot" shirts and feather boas. Bliss on the F3 ships feature the addition of gaming tables with dealers.

Spice H20 - what an aft-pool never dared to be. Infused with Latin and Asian influences, colors and vibes, this adults-only complex located at the back of the ship on decks 15 and 16 features a huge LED screen displaying vibrant video images from charging bulls to flamenco dancers, and synchronized swimmers to tap dancing Geishas all combined with dynamic music to create a truly unique and sensory experience. During the day, guests can soak up the sun in lounge beds around the pool while enjoying chill-out Asian tunes and Asian-inspired cuisine in Chinese to-go containers. As the sun sets, Spice H20 is transformed to an Ibiza-inspired beach club with live entertainment and dinner served tableside or directly on beds. At night, the mood is red-hot with Latin mash-up vibes, dancing and unique entertainment atop the covered pool.

Spice H20 will serve up four spicy vibes per day:

- Morning (8 to 11 am) - Sunny Spice
 - Spicy Bloody Mary's and Spicitanis combine with breakfast and relaxing tunes.
- Afternoon (11 am to 4 pm) - Aqua Spice
 - Guests enjoy the energy of the in-crowd as they sun the day away with Asian margaritas, bottle service and beers from around the world. Asian-inspired food is served in Chinese to-go containers.
- Late afternoon/early evening (4 to 9 pm) - Sunset Spice
 - A perfect sunset every day - either live or via the big screen. Live entertainment, flowing champagne and an eclectic menu that isn't available anywhere else on the ship. As the sun sets, it becomes a more intimate environment with Spanish guitars and red-hot dancers setting the vibe.
- Evening (9 pm to whenever) - All Spice
 - The entertainment is non-stop throughout the evening in this outdoor amphitheater. A visually captivating aerial ballet video comes to life as the pool floor rises and aerial performers mix dance moves with acrobatic choreography inside a metallic sphere to create a mesmerizing experience. Then guests can dance the night away on the covered pool.

Guests will be able to purchase a Beyond the Velvet Rope package to gain access to the exclusive clubs.

NCL's F3 ships will incorporate a world of new features. They represent the company's third generation of Freestyle Cruising ships; a further evolution of NCL's progressive dismantling of the structure, regimentation, and constraints of the traditional cruise experience. The 150,000-ton ships will each total 4,200 passenger berths, representing the largest ships in NCL's fleet.

NCL Corporation Ltd. is the holding company for various subsidiary companies involved in owning and operating the ships of Norwegian Cruise Line. NCL today has the youngest fleet in the industry, providing guests the opportunity to enjoy the flexibility of Freestyle Cruising on the newest, most contemporary ships at sea, and has recently added its latest new ship, the 2,400 passenger Norwegian Gem.

For high resolution, downloadable images, please log onto NCL's Web site at f3.ncl.com. For further information on NCL Corporation, contact NCL in the U.S. and Canada at (866) 234-

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