



## **Carnival Cruise Line Teams With Amazon For A Pre-Black Friday Promotion -- Book A Carnival Cruise Through Amazon And Get An Amazon Echo Dot**

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### **Carnival Also is Offering Special Black Friday-Only Fares and Onboard Credits on Select Cruises**

MIAMI, Nov. 21, 2016 /PRNewswire/ -- Carnival Cruise Line is joining Amazon to offer an exclusive pre-Black Friday deal on cruise bookings through Amazon.com. The first 1,150 customers who click through Carnival's ad on Amazon and book a Carnival cruise between Nov. 21 and 23 will receive an Amazon Echo Dot.

Interested customers can visit Amazon.com and click on a Carnival display ad, which will take them to a dedicated page on the Carnival Cruise Line website. Amazon cruise bookings will be coded so the cruisers receive the perks, and travel professionals will still receive commission if their clients book the offer through them. Cruises must be taken between March 2017 and April 2019 and must be paid in full at the time of booking to qualify for the incentives. Cruise payments are non-refundable. Customers can also learn more about the offer and purchase a cruise by visiting [www.carnival.com](http://www.carnival.com).

"Amazon has a huge audience with the potential to introduce thousands of new consumers to the world of cruising, so being one of the first cruise lines to work with them for a Black Friday promotion opens a world of possibilities," said Christine Duffy, president of Carnival Cruise Line. "Both Carnival and Amazon offer an exceptional range of options and experiences in music, food, family and entertainment, which makes this an exciting collaboration."

"Amazon is focused on delighting customers with the best offers and experiences – including from brands that don't sell their products directly on our site," said Jeremi Gorman, Head of North American advertising sales for Amazon Media Group. "We are thrilled to be working with a leading cruise line such as Carnival on this unique program, and to help our customers discover the joy of cruising!"

This offer is part of Carnival's great values as part of Black Friday and Cyber Monday promotional line up.

The Amazon Echo Dot is a hands-free, voice-controlled device that uses Alexa to play music, control smart home devices, provide information, read the news, set alarms and more. The compact device connects to speakers or headphones through Bluetooth or stereo cable to play music from Amazon Music, Spotify, Pandora, iHeartRadio and TuneIn, or can be used on its own without extra speakers. The Echo Dot can control lights, fans, switches, thermostats, garage doors, sprinklers and more with compatible connected devices. Seven far-field microphones enable hands-free control from across the room, even in noisy environments or while playing music. It includes a built-in speaker so it can work on its own as a smart alarm clock in the bedroom, an assistant in the kitchen or anywhere a voice-controlled service could be useful. The retail value of the Amazon Echo Dot is \$49.99.

#### **About Carnival Cruise Line**

Carnival, a unit of Carnival Corporation & plc (NYSE/LSE: CCL; NYSE: CUK), is "The World's Most Popular Cruise Line®" with 25 ships operating three- to 16-day voyages to The Bahamas, Caribbean, Mexican Riviera, Alaska, Hawaii, Canada, New England, Bermuda, Europe, Australia, New Zealand and the Pacific Islands. The 133,500-ton Carnival Horizon is currently under construction and set to debut in 2018. Additionally, two new 180,000-ton ships are scheduled to enter service in 2020 and 2022.

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MEDIA CONTACTS: Vance Gulliksen/Robyn Fink, 305-406-5464 - phone; [media@carnival.com](mailto:media@carnival.com)