



Carnival Cruise Line Announces Preferred Partnership With Signature Travel Network

September 19, 2017

New "Signature Welcome Program" Kicks Off October 1

MIAMI (September 19, 2017) – Carnival Cruise Line today announced a new multi-year preferred supplier partnership with Signature Travel Network.

Carnival joins its North American sister brands Princess Cruises, Holland America Line, Cunard, and Seabourn as part of the World's Leading Cruise Lines preferred supplier team with Signature. The news was shared with Signature agency owners at their annual meeting by Signature Travel Network President/CEO Alex Sharpe recently in Phoenix, Arizona.

Partnership benefits for Signature agencies begin October 1, kicking off with a "Signature Welcome" program led by Carnival and offering tailored training and support to its agency community.

"Our executive leadership and sales team are fully dedicated to growing our relationship with Signature Travel Network and leveraging the strength of both organizations to deliver an incredible experience for tens of thousands of travelers each year," said Adolfo Perez, vice president of sales and trade marketing for Carnival Cruise Line. "Signature Travel Network is known for providing its members with outstanding marketing support and technology that drives business to its members and incremental demand for their preferred suppliers' products. Signature's owners and agents are widely respected for being highly skilled and knowledgeable travel experts and we're thrilled to begin this preferred relationship so that we can work together on growing their overall business and increasing their Carnival sales."

"On behalf of the board of directors, the larger membership and the Signature staff, we look forward to working together to maximize this new partnership with Carnival," stated Sharpe. "I believe the network's greatest strengths are: 1) a members first, service-oriented culture; 2) strong and supportive relationships with preferred partners; 3) customizable, turnkey tools that members use in accordance to their unique business needs and goals. Our multi-year agreement with Carnival is specifically designed to build upon these incredible strengths and offer members yet another, and important, way to broaden their reach, connect with more travelers and grow their businesses."

About Carnival Cruise Line

Carnival Cruise Line, part 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, Cuba, Australia, New Zealand and the Pacific Islands. Two 133,500-ton Vista class ships are currently scheduled for delivery - Carnival Horizon in 2018 and an as-yet-unnamed vessel in 2019. Additionally, two new 180,000-ton ships are scheduled to enter service in 2020 and 2022.

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About Signature

Signature Travel Network® is a member-owned, travel cooperative, headquartered in Marina del Rey, California, with a regional office in New York City. The network was established in 1956, and today, includes more than 200 member agencies with over 500 retail locations in the United States, Canada, Brazil, Australia, New Zealand, Mexico and the Caribbean. Collectively, Signature members generate more than \$7 billion in annual travel sales. Signature's objective is to serve the needs of its members: boutique specialists, internet-based marketers and multi-location agencies, among others. Signature members include successful travel consultants who proudly serve a diverse group of clients. For more information, go to www.joinsignaturetravelnetwork.com.

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