

## THE YACHTS OF SEABOURN

### FACT SHEET

#### THE COMPANY:

The Yachts of Seabourn is a pioneer of ultra-luxury cruising that has earned unanimous accolades from cruising guidebooks, travel critics and traveler polls since its launch in 1987. With three identical, all-suite vessels roaming the globe – and three new vessels on the way – Seabourn has earned a reputation for extraordinary levels of personalized service, with nearly one staff member per guest; sumptuous accommodations in spacious suites, many with balconies; exceptional shoreside experiences in the world's most desirable destinations and award-winning cuisine served in open-seating restaurants.

#### THE FLEET:

Carrying just 208 fortunate guests each, the three Yachts of Seabourn – ***Seabourn Pride, Spirit and Legend*** – offer a wealth of onboard touches and luxuries to assure smooth sailing whatever the destination. Guests can look forward to spacious accommodations of 277 square feet or more, 40 percent with balconies; complimentary wines and spirits throughout each cruise; menus designed by celebrity chef Charlie Palmer; innovative *Massage Moments* on deck; festive *Caviar in the Surf* beach parties; designer soaps, Molton Brown toiletries and *Pure Pampering* therapeutic bath menu – and all of the above with no tipping required or expected.

With the addition of ***Seabourn Odyssey***, the line's 450-guest new yacht launched in June 2009, guests are able to enjoy the same exceptional levels of service that distinguish the Seabourn brand with the added amenities and features made possible by a larger vessel. Two additional new-builds of the same class are to be added to the fleet in 2010 and 2011.

#### ADDRESS:

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#### WEBSITE:

[www.seabourn.com](http://www.seabourn.com)

**MANAGEMENT:**

Pamela C. Conover, President & CEO  
Helen Panagos, VP Shoreside Operations  
Lourdes Pineda-Garcia, VP Finance, CFO  
Lawrence Rapp, VP Fleet Operations  
Doug Seagle, VP of Sales, The Americas  
Adam Snitzer, VP Marketing  
Peter Cox, Director, Itinerary & Land Development  
Andrew Magowan, Director, Sales & Marketing EMEA

**THE SEABOURN  
EXPERIENCE:**

Traveling the high seas with Seabourn is luxurious, yet relaxed; elegant, yet casual; sumptuous yet understated – all wrapped up in vessels of size, style and intimacy that feel more like yachts than cruise ships.

The benefits play out continuously, enabling Seabourn vessels to access ports that many larger ships must bypass – smaller, more intimate and less-populated locations that very few travelers have the opportunity to visit, creating a cruising environment with rich potential for authentic discovery. Seabourn vessels share harbors with private yachts, navigate rivers, and dock in the heart of town.

Seabourn guests are also able to access onshore experiences designed specifically for small groups. These include private visits to sites of interest that may be closed to the general public, and interactions with local families and dignitaries. Seabourn's **Destination Services** staff can create private tours and customized activities ranging from simple car-and-driver excursions to elaborate celebrations and even business meetings. Seabourn's **Personal Shopper** program provides luxury transportation and the services of local shopping experts to guide guests to the best outlets for fashion, art and antiques.

Yachting life aboard Seabourn is geared to the intimate scale. Suites are comfortable, spacious enclaves – large enough for extended journeys, as well as inviting guests in for meals or cocktails. In-suite bars and refrigerators are pre-stocked with requested choices, and personalized stationery is resting on the desk. Every suite offers an ocean view.

Public rooms are scaled for socializing, creating decidedly friendly spaces that encourage conversation and relaxed camaraderie. A variety of entertainment options unfolds nightly. Complimentary open bars throughout the vessel nurture a convivial, club-like atmosphere.

Dining is a nightly celebration, with onboard options including a fine-dining restaurant with open seating, as well as bistro-style enclaves and breezy al fresco grills on deck. Dining may also be enjoyed in-suite during service hours,

with meals served course-by-course in the privacy of guest suites or verandas.

**SHIPS IN SERVICE:**

	<b>Year in Service</b>	<b>Tonnage</b>	<b>Guests (D/O) Crew</b>	
<i>Current Ships</i>				
Seabourn Pride	1988	10,000	208	165
Seabourn Spirit	1989	10,000	208	165
Seabourn Legend	1993	10,000	208	165
Seabourn Odyssey	2009	32,000	450	333
<i>Seabourn Sojourn</i>	2010	32,000	450	333
<i>New-build Three</i>	2011	32,000	450	333

**DESTINATIONS:**

The world is Seabourn's port of call, with more than 200 seasonal destinations including:

**Europe:** Greece, Turkey, Dalmatian Coast, Italy, France, Scandinavia, Russia, British Isles, Norwegian Fjords, Mediterranean, Red Sea, Spain, Rivers of Western Europe, Slovenia, Portugal

**North America and The Caribbean:** Barbados, Antigua, B.V.I., Puerto Rico, Martinique, St. Lucia, Grenada, St. Vincent, Grenadines, Nevis, St. Kitts, St. Thomas, U.S.V.I., Guadeloupe

**Asia:** Thailand, Vietnam, India, China, Singapore, Malaysia, Sri Lanka

**Africa and The Middle East:** Egypt, Jordan, Oman, United Arab Emirates

**South & Central America:** Argentina, Peru, Ecuador, Uruguay, French Guiana, Chile, Panama, Belize, Costa Rica, The Amazon

**SHORESIDE**

**EXPERIENCES:**

Seabourn provides a wide range of travel experiences ashore including overland tours, journeys and excursions. The *crème de la crème* of shore excursions make up Seabourn's exclusive **Signature Series**, from a private visit to the Peggy Guggenheim Museum in Venice to a Czarist-era extravaganza in St. Petersburg's Yusupov Palace. Seabourn's Destination Services staff is ready to arrange private tours or create customized experiences of any sort in ports around the world.

**NOTEWORTHY**

**DEVELOPMENTS:**

With demand for its cruise experiences long since outstripping suite space, Seabourn is building three new, ultra luxury vessels for delivery in spring 2009, 2010 and 2011. The sister yachts are being built with T. Mariotti S.p.A.

of Genoa, Italy. The first new vessel has been named *Seabourn Odyssey*, and was delivered in June 2009.

Virtually identical from stem to stern, Seabourn's new-builds are specifically designed to enable award-winning staff to deliver the highly personalized experience that is a hallmark of the brand. Each 32,000-GRT vessel will accommodate 450 guests in 225 luxury suites, 90 percent of which will be outfitted with verandas. Combined, the three additions will increase Seabourn's current fleet capacity by more than 200 percent to 1,974 berths.

**COMPANY HISTORY:**

Seabourn Cruise Line was founded in 1987 by Norwegian industrialist Atle Brynstad. The fleet's first ultra luxury vessel, *Seabourn Pride*, made her maiden voyage in November 1988. Her sister, *Seabourn Spirit*, sailed her maiden voyage in November 1989. And the third sister, *Seabourn Legend*, was acquired in January 1996. In 1991, Carnival Corporation (NYSE:CCL), the largest and most successful operator of cruise vacations in the world, purchased 25 percent of Seabourn, and in 1996 purchased an additional 25 percent. In 1998, Seabourn Cruise Line and Cunard Line merged to form Cunard Line Limited when a consortium including Carnival Corporation acquired Cunard Line from Kvaerner ASA. In 1999, Carnival Corporation exercised its option to purchase the merged company in total. In 2004, subsequent to the formation of Carnival Corporation and plc (NYSE & LSE: CCL and NYSE: CUK), Seabourn Cruise Line was reorganized as a stand-alone company headquartered in Miami, Florida.

**AWARDS AND ACCOLADES:**

***Condé Nast Traveler***

2008: #1 Small Ship Cruise Line, Readers' Choice Awards  
1994 – 2008: Gold List (Thirteen consecutive years)

***Travel + Leisure***

2009: Best Small Ship Cruise Line, World's Best Awards  
2007: World Best Values, World's Best Awards  
2006: World's Best Small Ship Cruise Line  
2005: World's Best Small Ship Cruise Line

***Porthole***

2008: Best Small Ship – Seabourn Spirit, Readers' Choice Awards  
2008: Best Accommodations, Readers' Choice Awards

***Virtuoso Travel Network***

2008: Best Small Ship Cruise Line, Virtuoso Awards