

Project Breakaway Ship Names Announced

21/09/2011

Norwegian Cruise Line has revealed the ship names and remaining stateroom designs for its two new "Project Breakaway" vessels which will launch in 2013 and 2014.

The newly named Norwegian Breakaway and Norwegian Getaway, launching in April 2013 and April 2014 respectively, will feature accommodations designed specifically for families, spa enthusiasts and solo travellers, and the ships will see the return of oceanview staterooms, some of which will have five berths.

The two new ships were named following a national naming competition with USA Today in the US receiving over 230,000 entries, and Norwegian felt these names best reflected the innovation of the brand along with the freedom and flexibility of the line's signature Freestyle Cruising.

"Norwegian Breakaway and Norwegian Getaway epitomise both our Freestyle Cruising philosophy and our belief that these ships will offer a true respite, whisking guests away from everyday routine and delivering the ultimate cruise vacation," says Kevin Sheehan, Norwegian's chief executive officer.

Breakaway is defined as "a departure or break from routine or tradition" and Getaway is defined as "a place where one escapes for relaxation, vacation, etc."

And guests will be able to relax in style with newly designed staterooms by UK design group Priestmangoode and Tillberg Design of Sweden. The staterooms will combine the form and function of the line's Jewel class ships' staterooms with the modern and contemporary design touches of Norwegian Epic.

Norwegian is continuing with its popular award-winning Studio staterooms on the new ships. Designed and priced for solo travellers, the 59 Studios on each ship come with private keycard access to the Studio complex and exclusive two-story Studio Lounge featuring a bar area.

The 28 Spa Balcony and 20 Spa Mini-Suite staterooms feature tranquil spa décor and have easy access to the adjacent spa and fitness centre, as well as complimentary access to the Thermal Spa Suite.

The Family Mini-Suites will be located in close proximity to the children's facilities, making it convenient and easy for families. For those with small children, there are a number of staterooms with bath tubs.

Oceanview staterooms with large picturesque windows will also be re-introduced. Of the 158 Oceanview staterooms on each ship, there are approximately 42 Family Oceanviews that sleep up to five guests. The ships will also include 449 Inside staterooms, many of which connect and can sleep up to four guests. They are located on various decks throughout the ship and some are adjacent to the children's facilities.

The Breakaway-class ships will each be 144,017 gross tons and have approximately 4,000 passenger berths. These new ships will take the best of the best from Norwegian's existing ships, drawing on the line's experience of having launched 10 ships in the past 10 years – starting with Norwegian Star and Sun in 2001 and culminating with the launch of Norwegian Epic in 2010. To date, the company has revealed all of the ships' staterooms, which include the innovative Studios, designed and priced for solo travellers, along with The Haven by Norwegian, comprised of 42 suites at the top of the ship.

Information and renderings on Project Breakaway can be found at www.ncl.co.uk/project-breakaway

ABOUT NORWEGIAN CRUISE LINE

About Norwegian Cruise Line

Norwegian Cruise Line is an internationally operating cruise line headquartered in Miami, Florida with two offices in Wiesbaden and London overseeing operations in Europe.

Norwegian Cruise Line is the innovator in cruise travel with a 45-year history of breaking the boundaries of traditional cruising, most notably with the introduction of Freestyle Cruising which has revolutionized the industry by allowing guests more freedom and flexibility. In October 2011 the company launched its new brand platform "Cruise like a Norwegian" that celebrates the community of diverse holiday makers who are passionate about their experiences and highlights the key elements of Freestyle Cruising.

Today, Norwegian Cruise Line has 11 purpose-built Freestyle Cruising ships, providing the guests the opportunity to enjoy a relaxed cruise vacation on some of the newest and most contemporary ships at sea. The company has two 4,000-passenger vessels on order: Norwegian Breakaway for delivery in April 2013 and Norwegian Getaway for delivery in April 2014.

Norwegian's largest and most innovative Freestyle Cruising ship to date, Norwegian Epic, debuted in June 2010. Three of the modern Freestyle Cruising ships are deployed in Europe in the 2011/12 season; with the largest European deployment in the company's history, the cruise line will have four ships sailing in European waters in the 2012/13 season. Norwegian Cruise Line is the official cruise line of Blue Man Group, appearing for the first time at sea on Norwegian Epic, as well as the official cruise line of Legends in Concert, Howl at the Moon Dueling Pianos, Gibson Guitar, and Nickelodeon, the number-one entertainment brand for kids. Cirque Dreams® & Dinner is also featured on board Norwegian Epic as the first show of its kind at sea under a big top.

In September 2011, the cruise line received the World Travel Award as "Europe's Leading Cruise Line" for the fourth year running.

Issued by Flagship Consulting

For further media information please contact:

Kiren Pooni	020 7886 8442	kiren.pooni@flagshipconsulting.co.uk
Lewis Shields	020 7886 8449	lewis.shields@flagshipconsulting.co.uk
Belinda Hallworth	020 7886 8456	belinda.hallworth@flagshipconsulting.co.uk