

Norwegian Breakaway to call New York home

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Mayor Michael R. Bloomberg and Norwegian Cruise Line CEO Kevin Sheehan yesterday announced that Norwegian Cruise Line's new state-of-the-art 4,000 passenger ship, Norwegian Breakaway, will make New York City its year-round home port from May 2013 to March 31, 2015, with an inaugural season sailing to Bermuda. Norwegian Breakaway—which will be the largest ship ever to home port in the City—will replace Norwegian Star, and embark on a minimum of 88 cruises from the Manhattan Cruise Terminal.

"By making New York City home to its newest ship, Norwegian Cruise Line is further confirming our standing as a top cruise destination and a place that tourists from around the world want to visit," said Mayor Bloomberg.

"New York is not only one of our top markets, but also my hometown," said Norwegian Cruise Line Chief Executive Officer Kevin Sheehan.

"Therefore, I am thrilled to announce that New York will be the year-round home for our next generation Freestyle Cruising ship, Norwegian Breakaway. In addition, we are offering an exciting inaugural summer itinerary cruising to the beautiful island of Bermuda, a much sought-after summer destination."

In a first for Norwegian, it was also announced that America's most popular living artist, pop icon and New Yorker, Peter Max, has been commissioned to paint the signature hull artwork for the ship, which is scheduled for delivery in April 2013.

"Since Norwegian Breakaway will be making her home in New York, we felt it was fitting to ask the artist best associated with New York, Mr. Peter Max, to paint the ship's hull," said Kevin Sheehan. "I am a huge fan of his work and know that the art he creates for Norwegian Breakaway will make the ship instantly recognisable."

With paintings on display in hundreds of museums and galleries worldwide, Peter Max and his vibrant colours have become part of the fabric of contemporary culture. Max has been successively called a Pop Icon, Neo Fauvist, Abstract Expressionist and the United States' "Painter Laureate." He has achieved his place in history having painted for various Heads of State, including six U.S. Presidents.

"I love painting large canvasses. I've painted a plane and a stage for Woodstock, but never a ship. I love ships and have travelled on them many times in my life. To see my artwork floating on Norwegian Breakaway out at sea will be a dream come true," said Peter Max.

Norwegian Cruise Line was the first cruise line to homeport year-round in New York City beginning in 2003. Since then, the company has been committed to bringing its newest and largest ships to the Big Apple, with two ships calling in New York City since 2005. In 2013 alone, Norwegian Breakaway is expected to make 34 calls at Manhattan Cruise Terminal (MCT). In addition, Norwegian Gem will continue to call year-round at MCT, with an expected 47 calls, and Norwegian Star will make 15 calls in 2013 before being replaced.

Currently under construction at Meyer Werft in Germany, Norwegian Breakaway will be 144,017 gross tons and is scheduled for delivery in April 2013. Following inaugural events, the ship will sail a series of 22 seven-day cruises from New York to Bermuda beginning May 12, 2013 through Oct 6, 2013. Departing on Sundays, the ship will spend three full days in Bermuda, along with three days at sea. Norwegian Breakaway's New York to Bermuda cruises are scheduled to go on sale on October 17, 2011.

Norwegian Breakaway represents an opportunity for guests to "break away" from the routine of work, school, and daily stress, and find a true respite at sea. Norwegian Breakaway, and sister ship Norwegian Getaway (scheduled for delivery in April 2014), will take the best of the best from all of 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.

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.

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