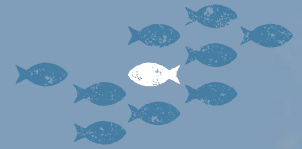


News Release



Jean – Jeanie! NCL staff celebrates change to resort casual attire

London, 24 August 2007... NCL staff celebrated the relaxation of its resort casual attire on board its ships by wearing jeans to the office.

All 100 staff at the cruise line's Kensington head office embraced the news that now enables guests on board to wear smart jeans in the ships' restaurants and dining rooms.

Resort casual attire was pioneered by NCL when it introduced Freestyle Cruising® on board its ships in 2000. NCL Freestyle Cruising means that guests can eat when they want, with whom they want at any of up to 12 different restaurants and dining rooms wearing whatever they want. Historically this has not included jeans, but the definition of resort casual has now been amended to include jeans.

The new changes are effective immediately and are fleet wide. NCL's Vice President, International Business Development, Francis Riley, comments, "We aim to make life on board as relaxed as possible for our guests and the new definition to our resort casual attire is an extension of this".

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Editor's Notes:

For high resolution, downloadable images, please log on to NCL's website at www.ncl.co.uk/image_library.

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FREESTYLE CRUISING

Celebrating 40 years