



HOLLAND AMERICA LINE PROGRAM SURPASSES \$1 MILLION RAISED FOR SUSAN G. KOMEN FOR THE CURE®

August 12, 2008, Seattle, Wash. — Holland America Line has surpassed the million-dollar mark in contributions raised for Susan G. Komen for the Cure® via its On Deck for the Cure program, earning it a place on Komen's prestigious Million Dollar Council. The line will celebrate the milestone this week with special receptions and recognition on the ships in its fleet and at its corporate headquarters in Seattle.

Since the program began in 2006, On Deck for the Cure has raised nearly \$1.1 million in support of breast cancer research. Noting the success of the ship-based program — where ship guests make donations for walking laps around the deck — Richard D. Meadows, CTC, executive vice president, marketing, sales and guest programs, said the company has recently extended their contract with Susan G. Komen for the Cure to continue the On Deck for the Cure program in the years to come.

“We’re overwhelmed with the spirit and generosity of our guests,” said Meadows. “On every cruise, our guests take time from their holiday to raise money to help fight this disease. Holland America Line is proud to be a vehicle for this most worthy cause.”

Meadows noted that in 2007 one charter group on board the *ms Maasdam* turned out nearly 800 participants, smashing the previous Holland America Line single walk record of 349 walkers, and the 2008 Grand World Voyage on the *ms Amsterdam* raised more than \$50,000 in its fund-raising walks.

“We are very appreciative of the contribution goals set by Holland America Line,” said Katrina McGhee, vice president of marketing, Susan G. Komen for the Cure. “Through leveraging the support of staff and guests alike, the company has reached the million dollar mark in less than two years. This is quite unique and an accomplishment achieved by only a few companies in our Million Dollar Council.”

On Deck for the Cure Details

Holland America estimates that more than 80,000 guests have participated in more than 1,000 walks on Holland America Line cruises worldwide since the program began in 2006. Participants pledged \$15

or more, then simply put their sea legs to good use and walked around the ship's deck for a total of five kilometers. Depending on the ship, guests walk up to 12 laps to reach 5K. Each participant receives an On Deck for the Cure T-shirt and On Deck for the Cure pink wristband as well as an invitation to a pink lemonade party following the walk.

Carnival Corporation & plc Embraced Program in 2007

Buoyed by the success of Holland America Line's On Deck for the Cure program, last year, Carnival Corporation & plc extended the year-round donation program to four other Carnival brands. The combined 65 ships from Carnival Cruise Lines, Princess Cruises, Seabourn Cruise Line, and Costa Cruises Florida-based vessels, along with Holland America Line, provide an opportunity for guests to participate in the walks and other activities.

On Deck for the Cure, presented by the Holland America Line Foundation, builds upon Holland America Line's existing corporate giving programs which contribute millions of dollars each year in cash sponsorships, in-kind shipboard events, free and reduced-fare cruise donations for nonprofit fundraising events, United Way participation and other philanthropic activities. This summer, Holland America Line will host the Seattle Komen Affiliate's annual Survivor Celebration luncheon for more than 400 guests onboard the ms Oosterdam. The Holland America Line Foundation donates 75%, or a minimum of \$11.25, of each \$15 donation to Komen for the Cure. The remaining 25% covers a portion of the program costs.

For information about sailing dates and cruise destinations, contact a travel agent or call Holland America Line at 1-877-SAIL-HAL (1-877-724-5425) or visit www.hollandamerica.com. For more information about Holland America Line's giving program email giving@hollandamerica.com.

Editors photography note: Photos of On Deck for the Cure can be downloaded at <http://www.cleanpix.com/cleanpix/PublicViewSuitcase/0993b7960f34c29b1fdb6516be27046f> .