

Signature of Excellence

Holland America Line's *Signature of Excellence* initiative, representing a total investment of more than \$566 million, provides unparalleled product and service enhancements to its five-star fleet. *Signature of Excellence* features are evident in every aspect of the Holland America Line cruise experience, offering guests more luxurious accommodations, more enticing destinations, enhanced dining experiences, more creative activities and even higher levels of service.

Launched in October 2004, *Signature of Excellence* continues with upgrades, added facilities and new features to five of the line's most popular ships: *ms Statendam*, *ms Ryndam*, *ms Maasdam*, *ms Veendam* and *ms Rotterdam*. The ships are undergoing extensive dry docks to create new venues, new staterooms, new décor and more. The latest enhancements began when *Veendam* entered dry dock in spring 2009, and the last ship is slated for completion in early 2011.

All Holland America Line ships in the fleet have received the following:

Accommodations Enhancements

Appointed in the tradition of classic ocean voyaging, Holland America Line enhanced its staterooms with:

- Mariner Dream Beds, a premium plush Euro-top mattress
- High-quality cotton bed linens
- Large fluffy towels and deluxe bathrobes
- Lighted magnifying make-up mirrors
- Massage showerheads and salon-quality hair dryers
- Complimentary fresh fruit baskets
- A stainless-steel ice bucket and serving tray
- Flat-screen televisions

Additions to all suites include:

- Luxurious duvets
- A fully stocked mini-bar
- DVD players with access to an extensive DVD library
- Personalized stationery
- Use of the exclusive concierge-service Neptune Lounge

New stateroom categories:

- On *Statendam*, *Ryndam*, *Veendam*, *Rotterdam*, *Eurodam*, *Nieuw Amsterdam* and soon *Maasdam* (4/11), Spa staterooms, so named because of their proximity to the Greenhouse Spa and Salon and for their special in-room spa amenities, offer their own ambiance, providing unmatched relaxation, privacy and serenity. Exclusive spa treatments are offered only in these staterooms.

- On *Statendam*, *Maasdam*, *Ryndam*, *Veendam*, *Rotterdam* and soon *Maasdam* (4/11) staterooms on the Lower Promenade Deck are converted to a new Lanai Category stateroom with lanai doors that open directly onto the walk-around promenade.

Dining Enhancements

Known for its innovative dining concepts and extensive menus, Holland America Line further differentiates its dining experience with As You Wish dining. This innovative program allows guests to choose from the best of both worlds – either traditional pre-set seating and dining times, or a completely flexible dining schedule. Also, these features are available:

- Canaletto, the Italian-themed, complimentary casual alternative venue
- The pan-Asian Tamarind restaurant aboard *Eurodam* and *Nieuw Amsterdam*
- The Pinnacle Grill, HAL's award-winning, reservations-only alternative restaurant, which features distinctive Bvlgari china and elegant Riedel stemware
- One-to-one service in the main dining room
- Four seating times for dinner in the main dining room
- New table linens and main course plates in the main dining room
- Made-to-order dinner entrees and waiter service in the Lido Restaurant, the line's popular casual dining alternative
- Slice pizzeria, a casual eatery serving a variety of pies

Service Enhancements

Often hailed for its attention to detail and premium five-star service, Holland America Line's *Signature of Excellence* program adds additional touches to enhance its commitment to service:

- An early embarkation program allows guests to board as early as 11:30 a.m.
- 24-hour concierge service for suite guests
- Greenhouse Spa expansion with exclusive signature treatments including:
 - Additional treatment rooms, including couple's massage rooms
 - Dry-float suite with massage option
 - Thermal suites with hydrotherapy pool, steam and aromatic room, heated ceramic lounges and in-suite showers
 - New relaxation area
 - New manicure and pedicure area
 - Lifestyle Fitness Center with yoga and pilates

Activity Enhancements

To provide guests with new and unique enrichment experiences, Holland America Line has introduced a number of initiatives including:

- A groundbreaking interactive Culinary Arts Center presented by "Food & Wine" magazine, featuring a guest chef program, cooking demonstrations and wine presentations

- An Explorations Team that includes an onboard party planner, a travel guide, a “techspert” and dance directors. On cruises lasting 14 days or more, a book club leader also will join the team.
- The Explorations Café – powered by “The New York Times” — offers guests an opportunity to sip a latte, browse one of the most extensive libraries at sea, enjoy a selection of music at one of several listening stations or surf the Internet
- An expanded Exploration Speakers Series that features guest lecturers on a variety of topics
- Expanded Club HAL and teen programs: kids 3-7 enjoy creative arts, a big-screen television and a play area. Older kids, ages 8 to 12, have an area featuring arcade games, air hockey, foosball, karaoke, Internet access and Sony Playstations. Teens, ages 13-18, can hang out at The Loft, a teens-only lounge connected to a secluded, teens-only sun deck called The Oasis.

Destination Enhancements

Committed to providing the most in-depth experiences ashore, Holland America Line immerses its guests in the customs and cultures of the regions it visits. Shoreside option enhancements include:

- The Collections shore excursion program with four programs that enable guests to choose unusual or exotic activities in select ports of call.
 - Encore Collection features tours beyond the well-known attractions.
 - Medallion Shore Excursions provide choices such as private tours of estates in the Caribbean to big-game photo tours in Africa.
 - World Wonders Collection features natural treasures, architectural marvels and technical wonders such as the moai statues of Easter Island.
 - Signature Collection allows guests to completely customize their time ashore with private transportation — car, boat, floatplane or SUV limousine — and a guide.
- Half Moon Cay, the line’s highest-rated private island in the Caribbean, now has private beachside cabanas with butler service, showers and misters; and a variety of watersports and activities, including a children’s aqua park and a buoyed personal watercraft course. Adventures include horseback riding by land and sea, a stingray experience, deep-sea or flats fishing and AquaTrax watercraft adventure.