

## **CARNIVAL CRUISE LINES LAUNCHES NEW 'CORPORATE UNIVERSITY'**

Innovative Professional Enrichment Sessions Enhance Team-Building, Creativity and Communication Skills for Businesses and Other Organizations

MIAMI, FL (March 2, 2005) - Businesses and other organizations wishing to enhance their communication skills, teamwork and creativity can now tap into the vast knowledge and expertise of one of the world's most successful companies - Carnival Cruise Lines.

The new "Carnival Corporate University" encompasses a series of professional enrichment seminars that provide insight into the proven management principles that have made Carnival the most popular cruise line in the world.

"Carnival has earned its leadership position through an unmatched combination of superior products and top-notch service delivered by a highly motivated workforce. With the new 'Carnival Corporate University,' we are pleased to share our expertise to help businesses enhance teamwork, build communication skills and celebrate diversity through fun, interactive activities -all at a cost that is lower than most land-based training sessions," said Bob Dickinson, Carnival president and CEO.

The program, which is available in conjunction with any Carnival cruise, encompasses a full schedule of custom-designed management training sessions created by Carnival's award-winning corporate training department, which conducts in-house training for the company's 30,000 shipboard and shoreside employees.

The department can also work with businesses to specifically tailor programming designed to meet individual goals or objectives and business can purchase as many or as few sessions as they want.

Unlike typical shoreside management seminars, "Carnival Corporate University" classes take an inventive, often unconventional approach, with thought-provoking seminars where participation is encouraged - all in a relaxing and memorable environment that is conducive to learning and team building.

"The courses within 'Carnival Corporate University' go beyond typical landside training sessions, with enthusiastic facilitators who utilize role-playing and other instructional methods that engage participants and ultimately lead to higher retention and greater productivity," Dickinson said.

Sample programming includes "Cruising to Communication," focusing on effective verbal and non-verbal communication techniques; "Win Win," an interactive exercise on building and maintaining trust; "Charting the Course," emphasizing strategies of effective leaders; "Creativity by Design," which enables participants to harness their creativity within; and "Passport to Diversity," a celebration of today's culturally diverse work environment.

When participants are not enrolled in "Carnival Corporate University," they are free to enjoy the wide range of "resort-style" amenities and facilities available aboard the "Fun Ships" - an array of

formal and casual dining options, numerous dancing, entertainment and live music venues, including lavish Vegas-style production shows, luxurious spa facilities, full casino gambling, duty-free shopping, swimming pools and cascading water slides.

Many Carnival ships also have private conference centers and the line's public rooms are available for meetings, awards receptions and other corporate functions.

Prices for "Carnival Corporate University" vary according to the size of the group and the number of sessions purchased.

Carnival, a unit of Carnival Corporation & plc (NYSE/LSE: CCL; NYSE: CUK) is the largest and most popular cruise line in the world, with 20 "Fun Ships" operating voyages of three to 16 days in length to the Bahamas, Caribbean, Mexican Riviera, Alaska, Hawaii, Canada, New England and Europe.

The line currently has two 110,000-ton SuperLiners - Carnival Liberty and Carnival Freedom - scheduled to enter service between now and February 2007.

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Carnival Cruise Lines is a proud member of the exclusive World's Leading Cruise Lines. Our exclusive alliance also includes Holland America Line, Princess Cruises, Cunard Line, Costa Cruises, Windstar Cruises and The Yachts of Seabourn. Sharing a passion to please each guest, and a commitment to quality and value, our member lines appeal to a wide range of lifestyles and budgets. Together, we offer exciting and enriching cruise vacations to the world's most desirable destinations.