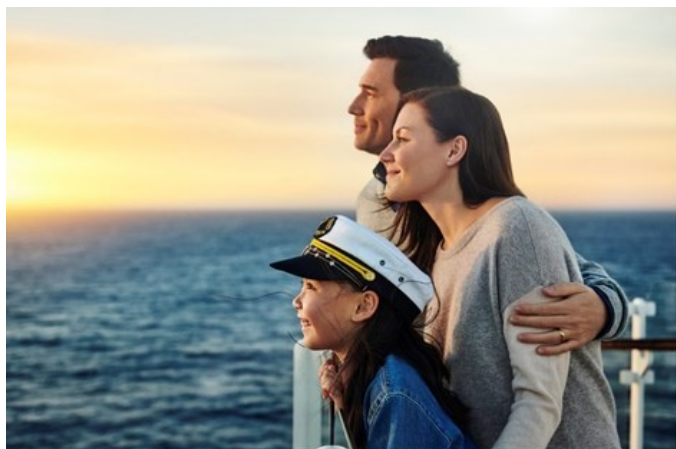


# Princess Cruises launches first ad campaign for Asia



Princess Cruises has created a heartwarming story for its advertising campaign to target Asia and emerging international markets

Princess Cruises has launched its first advertising campaign for Asia and emerging international markets.

The advertising campaign, titled 'Princessa', tells the story of a granddaughter and grandfather as they travel from Australia, to Europe, to Alaska and ultimately fall in love with the world onboard a Princess Cruises cruise ship.

Princess Cruises said the campaign includes a short film, 30-second TV and OTV spots, as well as a microsite where visitors can participate in a short quiz to find out their travel personality. Visitors can also view itineraries for some travel destinations.

Commenting on the campaign, Ryan Barton, Princess Cruises International Marketing Director said: "We're proud to have homeported in Asia since 2013, growing to be the number one cruise line in markets like Japan, Taiwan, and China."

"Princessa marks the first campaign created uniquely for our international and emerging markets, highlighting our global fly-and-cruise destinations. Princess Cruises is a global destination leader, and through this touching multi-generational story, we see destinations come to life through the eyes of a little girl."

According to Princess Cruises, this year is the perfect year time for international guests and first-time cruisers to cruise to Alaska with Princess Cruises as the cruise line is marking its 50<sup>th</sup> year sailing to Alaska with new entertainment, shore excursions and culinary offerings.

Passengers onboard Princess Cruises will also be able to enjoy immersive Discovery at SEA experiences as the cruise line is celebrating its fourth-year exclusive partnership with Discovery™.

The "Princessa" film can be viewed at [www.ExploreTheWorldWithPrincessCruises.com](http://www.ExploreTheWorldWithPrincessCruises.com)