

HUBLOT NAMED SEABOURN'S OFFICIAL TIMEKEEPER Companies Cite a Shared Dedication to Excellence

SEATTLE, September 4, 2012 - Hublot, the luxury Swiss brand which brings the "Art of Fusion" to watchmaking, has been named the Official Timekeeper of the award-winning ultra luxury cruise line Seabourn.

Guests enjoying voyages on any of Seabourn's six intimate, all-suite ships will now be kept abreast of the current ship's time by means of handsome Hublot wall clocks, designed and finished with the same flair and elegance that have made Hublot's wristwatches multi-faceted icons of a constantly evolving Swiss watchmaking tradition, which pay tribute to it by connecting it with the future. The clocks are a perfect complement to the stunning beauty of the ships themselves, adding a luxurious accent and an eye-catching cachet to various locations throughout each vessel.

"Hublot's distinctive porthole-styled timepieces are crafted with a commitment to innovation grounded in respect for tradition." noted Seabourn's president Richard D. Meadows. *"They display a dedication to excellence and an attention to detail that resonates with Seabourn's mission. Our companies share a common goal - to be the very best at what we do."*

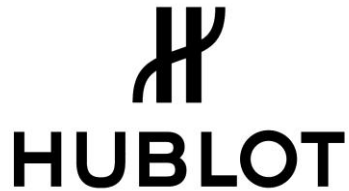
"This partnership is a story of friendship, a human story. It is about mutual great respect based on a shared passion for the sea, a love of sport and the quest for performance and excellence." added Hublot's Chairman of the Board Jean-Claude Biver. *"Hublot and Seabourn share many core values. Hublot has always been close to the sea world, through its very name of course, which is the French word for a porthole, but also through prestigious partnerships such as with the Yacht Club of Monaco, the Monaco Oceanographic Museum and the Real Club Nautico de Palma to name just a few of them. Today, teaming up with Seabourn is an honor and forms a perfect extension."*

In addition to the ship's clocks, Hublot will represent a stylish presence on Seabourn's website and in other marketing materials, and the ships will host select trunk shows of Hublot timepieces to guests on selected cruises.

Seabourn and Hublot share a reputation for excellence that has earned both companies recognition and awards from authoritative critics and loyal support from a discerning clientele.

Hublot "A different way to progress," say those who know this unique Swiss watch company, where each and every moment moves forward to create the future at breathtaking speed. A dream, initiated and developed by Hublot's Chairman Jean-Claude Biver with CEO, Ricardo Guadalupe, these two men are responsible for turning the Hublot brand into a genuine success story in which the Big Bang, King Power, Classic Fusion and Masterpieces represent the symbols of a constantly evolving tradition. From watch complications and revolutionary materials to world class collaborations such as FIFA World Cup™, Formula One™, Ferrari and Manchester United, Hublot characterizes itself through the "Art of Fusion" philosophy, bringing tradition into the future. **For more information about Hublot, visit www.hublot.com.**

Seabourn's intimate ships and genuine, intuitive style of personalized service have consistently placed it at the top of readers' polls and rankings by knowledgeable cruise experts. The company was recently awarded the title of World's Best Small-Ship Cruise Line for the fourth consecutive year in the annual *Travel + Leisure* "World's Best" readers' survey. Seabourn was also named the best small-ship cruise line in the *Condé Nast Traveler* Readers' Choice Awards for 2008, 2010 and 2011, and [Tapez un texte]



has been on that magazine's elite Gold List of luxury travel options every year since the list was created. Five of Seabourn's six ships are among the top seven ships in the world, according to the *Berlitz Complete Guide to Cruising and Cruise Ships* (Seabourn Quest, launched in June 0f 2011, was too late to be reviewed.) In addition, the line has been honored with the Six Star Diamond Award by the American Academy of Hospitality Sciences. ***For more information on Seabourn, consult a professional travel agent or visit www.Seabourn.com.***

Notes to Editors:

Seabourn is consistently ranked among the world's top travel choices by professional critics and the discerning readers of prestigious travel publications such as *Departures*, *Travel + Leisure* and *Condé Nast Traveler*. Its stylish, distinctive cruising vacations are renowned for:

- Six intimate ships with just 104 or 225 suites
- *Unique itineraries visiting must-see cities and hidden gems where larger ships cannot follow*
- Intuitive, gracious service provided by a staff passionate about pleasing our guests
- Spacious all-suite accommodations with sweeping ocean views – many with verandas
- Gourmet dining experiences as fine as the best restaurants anywhere
- Open bars throughout the ship and fine wines poured with lunch and dinner

Seabourn is a proud member of *World's Leading Cruise Lines*. The exclusive alliance also includes Carnival Cruise Lines, Holland America Line, Princess Cruises, Cunard Line and Costa Cruises. Seabourn is a brand of Carnival Corporation and plc (NYSE/LSE: CCL and NYSE: CUK), and supports the Ocean Conservation & Tourism Alliance, dedicated to education and promotion of best practices for protecting the marine environment.

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