NEWS FROM
CARNIVAL CRUISE LINES

Carnival

Carnival Cruise Lines Encourages Children to Dream Big with the Virtual Book of Dreams Contest

Carnival to find world's first official cruise ship waterslide Godchild;
Donation to help kids battling cancer at St. Jude Children's Research Hospital®
for every online entry and vote

August 18, 2009 (New York, NY) – In celebration of Carnival Cruise Lines' newest and largest ship, the 130,000-ton *Carnival Dream*, the company today announced the Virtual Book of Dream contest, inviting residents in the U.S. and Canada to participate in a call for entries. Children between the ages of 7 to 12 have the opportunity to share their awesome dreams online at www.carnivalbookofdreams.com for a chance to become the world's first-ever cruise ship waterslide Godchild, and travel to New York City to christen the spectacular Carnival WaterWorks aqua park on the Carnival Dream. The winning family will also receive a cruise on the Carnival Dream when the ship makes its North American debut in November.

"At Carnival we value dreams and fun, and we know that no one excels at dreaming and having fun more than kids," said Carnival Cruise Lines Chief Marketing Officer Jim Berra. "The Virtual Book of Dreams is a terrific way to capture and share the fantastic dreams of children as we introduce the Carnival Dream -- our most spectacular 'Fun Ship' yet."

In an effort to remind people why it's important to dream, Carnival Cruise Lines also announced it will make a $2 donation to St. Jude Children's Research Hospital for every entry received and $1 for each vote on the Virtual Book of Dreams web site www.carnivalbookofdreams.com, with a maximum contribution of $25,000 donated to St. Jude. St. Jude is one of the world's premier centers for the research and treatment of pediatric cancer and other catastrophic diseases.

"Through the Virtual Book of Dreams, Carnival Cruise Lines has created a wonderfully unique way to support the lifesaving work of St. Jude," said David L. McKee, chief operating officer and interim CEO of ALSAC, the fundraising organization of St. Jude. "Carnival Cruise Lines is encouraging kids to dream while also inspiring hope in our precious patients and their families in the battle against cancer and other catastrophic diseases."

Dream Big, Win Big

To enter the Virtual Book of Dreams™ contest, children must complete the thought "I'm always dreaming up fun stuff. Wouldn't it be awesome if…" in 250 words or less. From August 18, 2009 until September 18, 2009, parents or legal guardians of children between the ages of 7 to 12 can submit their child's written dream entry and corresponding hand-drawn illustration online at www.carnivalbookofdreams.com.

Dream submissions will be judged upon creativity and originality of the dream, expression and emotional content. In late September 2009, Carnival will announce four finalists chosen by a panel of judges, in addition to one Wild Card finalist who will be selected via public online voting at

www.carnivalbookofdreams.com. Each of the finalists will be featured in a final round of public online voting that will run through the beginning of October.

The Virtual Book of Dreams Grand Prize Winner will be chosen via the voting process in mid-October, named the Godchild of the Carnival WaterWorks water slide aboard the Carnival Dream and invited to participate in a ship christening ceremony in New York City in mid-November 2009. The winning family will also receive a two-night cruise aboard Carnival Dream. All other finalists will receive digital cameras and other prizes from Carnival.

About Carnival Dream

Carnival Cruise Lines' newest and largest ship, the 130,000-ton Carnival Dream, is a new class of vessel for the line and ushers in an exciting new era in "Fun Ship" cruising. The 3,646-passenger Carnival Dream will offer a host of innovations including a stunning indoor/outdoor café and entertainment venue called Ocean Plaza, a two-level Serenity adults-only retreat, a wrap-around promenade encircling the ship, the cruise industry's largest water park that features the Carnival WaterWorks waterslide, and a 23,750-square-foot health spa – Carnival's largest to date. Several new accommodation categories, including five-berth, two-bathroom staterooms that will hold particular appeal for families, will also be offered on the Carnival Dream.

About Carnival Cruise Lines

Carnival Cruise Lines, a unit of Carnival Corporation & plc (NYSE/LSE: CCL; NYSE: CUK), is the largest and most popular cruise line in the world, with 22 "Fun Ships" operating voyages ranging from three to 16 days in length to The Bahamas, Caribbean, Mexican Riviera, Alaska, Hawaii, Panama Canal, Canada, New England, Europe and Bermuda. The line currently has two new ships scheduled for delivery between now and 2011. The first of those, the 130,000-ton Carnival Dream, is set to debut Sept. 21, 2009. For additional information or reservations on the "Fun Ship" vacation experience, contact any travel agent, call 1-800-CARNIVAL or visit carnival.com.

About St. Jude Children's Research Hospital

St. Jude Children's Research Hospital is internationally recognized for its pioneering work in finding cures and saving children with cancer and other catastrophic diseases. St. Jude is the first and only pediatric cancer center to be designated as a Comprehensive Cancer Center by the National Cancer Institute. Founded by late entertainer Danny Thomas and based in Memphis, Tenn., St. Jude freely shares its discoveries with scientific and medical communities around the world. St. Jude is the only pediatric cancer research center where families never pay for treatment not covered by insurance. No child is ever denied treatment because of the family's inability to pay. St. Jude is financially supported by ALSAC, its fundraising organization. For more information, please visit www.stjude.org.

NO PURCHASE NECESSARY to enter or win. See www.carnivalbookofdreams.com for rules and details.

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