

Now, customized collateral at your fingertips — eTools, from onesourcecruises.com

Princess Collateral Customizer™ features a wide variety of pre-designed Princess marketing materials, which you can personalize and print, as well as templates to create e-mails for online marketing. “One-Step Build” allows you to create collateral in just a few easy steps. Part of Princess eTools — our revolutionary suite designed just for travel professionals — the Princess Collateral Customizer is found only at the OneSource Travel Agent Center at onesourcecruises.com.

One-Step Build

One-Step Build allows you to create eye-catching, customized map flyers or postcards in just a few clicks.

How to do it:

- 1 Select “Destination,” “Format” and “Itinerary” from pull-down menus.
- 2 Enter “Fares From” information (and “Sailing Dates” for map flyers).
- 3 View and approve your FREE PDF.

Simple instructions walk you through the process. Then, just choose quantities and shipping options, or “Save for Later.”

Customizable Marketing Materials

Reach out to customers like never before — and promote your business while selling cruises with Princess. In the “Customizable” menu on the Princess Collateral Customizer homepage, you’ll be able to:

- Tailor postcards, flyers, ad slicks, letterheads and e-mails precisely to meet your needs.
- Choose from a variety of exciting layouts for each destination.
- Download printable PDFs — or have a Princess-approved independent contractor do the printing and mailing for you.*
- Do it all online at your convenience.

More Resources

You’ll also find a range of other tools available at the Princess Collateral Customizer, including:

- “Saved Orders” for convenience and easy account management.
- Special map flyers, postcards and ad slicks for the inaugural seasons of Emerald Princess™ and Royal Princess®, sailing Europe on our popular Mediterranean and Greek Isles voyages.
- Newspaper and magazine ad slicks for select destinations.
- Our new Cruise Sale Flyers.

* Mailing charges apply.

Log on to Princess Collateral Customizer and discover how easy creating your own collateral can be! Only at onesourcecruises.com

Princess eTools:
Use this handy feature to develop your own advertisements, postcards, radio ads, posters and more. You’ll find Princess Collateral Customizer by clicking on the eTools link at onesourcecruises.com.



LETTERHEAD



LETTERHEAD DIMENSIONS — 8.5 X 11

Alaska	LH0406	Caribbean	LH0106	South America	LH1306
Alaska cruisetours	LH0306	Europe	LH0206	Tahiti	LH0706
Asia	LH1106	Hawaii	LH0906	Generic	LH1506
Australia & New Zealand	LH0806	Mexican Riviera	LH1406		
Canada & New England	LH1006	Panama Canal	LH1206		

Letterhead is available in inventory and at onesourcecruises.com, under the eTools link to Princess Collateral Customizer — where you can customize it.

DVDs

DVD

Complete Escapes 2007
Travel Agent Version
DVD0206



This spectacular DVD spotlights our magnificent ships, innovative dining options and unique amenities — not to mention stunning footage of our worldwide destinations. Plus, interactive features and Travel Agent Options make it easy to tailor viewing and create a dazzling presentation for your clients.

THE PRINCESS EXPERIENCE (15:43)

DESTINATIONS (47:47)

- Alaska (7:59)
- Asia (3:37)
- Australia & New Zealand (2:27)
- Canada & New England (2:59)
- Caribbean (4:17)
- Europe (7:26)
- Hawaii (2:30)
- Mexican Riviera (3:04)
- Panama Canal (2:58)
- South America (3:42)
- Tahiti (2:43)
- World Cruise (4:09)

MOVIES UNDER THE STARS™ (2:39)

TOTAL RUNNING TIME (66:10)

TRAVEL AGENT OPTIONS

Questions? Contact the Princess Sales Department or visit the OneSource Travel Agent Center at onesourcecruises.com



2007 SALES TOOLS

Brochures • Posters • Postcards • Shells • DVDs • Princess Collateral Customizer™ • and more!



TO ORDER PROMOTIONAL MATERIALS, CALL U.S. 1-888-478-6732
CANADA 1-800-665-1134 OR VISIT ONESOURCECRUISES.COM

Take advantage of these great tools

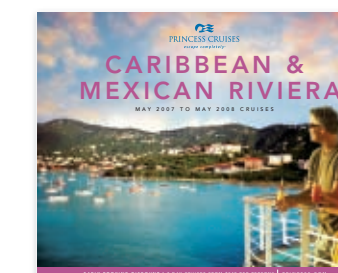
Dazzle your clients with our treasure trove of selling materials. Inside, you’ll find everything from new brochures to posters to postcards and flyers for programs like ScholarShip@Sea®, Youth & Teen, Group Beverage Packages and much more — all featuring stunning photography of the exciting destinations we visit worldwide. You’ll also discover our new 2008 World Cruise brochure, a Caribbean itinerary flip card reference guide for your desk, a self-mailing Princess shell and our new Complete Escapes DVD. Plus, learn more about eTools — with the Princess Collateral Customizer™ — found only at the OneSource Travel Agent Center at onesourcecruises.com.

BROCHURES

BROCHURE DIMENSIONS — 11 X 8.5



Alaska cruises & cruisetours BR7001



Caribbean & Mexican Riviera cruises BR7003



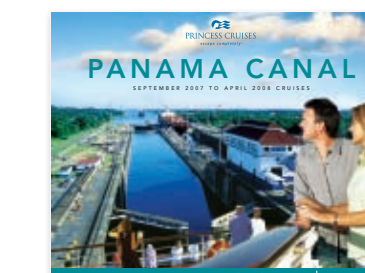
Australia, New Zealand & Asia cruises & cruisetours BR7015



Europe cruises & cruisetours BR7000



Hawaii & Tahiti cruises BR7016



Panama Canal cruises BR7004



Canada & New England cruises & cruisetours BR7006



South America cruises & cruisetours BR7009



Cruise Atlas BR7005



World Cruise BR7017

Note: Canadian versions of all brochures, except Canada & New England and Cruise Atlas, are available using the above inventory codes followed by a “C” (e.g. BR7001C).

To order brochures from inventory:

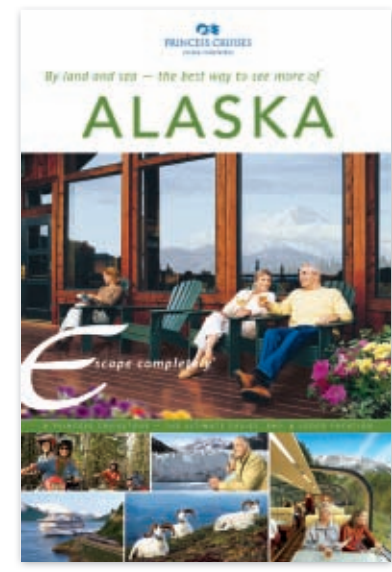
- Call U.S. 1-888-478-6732 or Canada 1-800-665-1134.
- Orders are processed within 24 to 48 hours.
- Packages are shipped using the best method to arrive on the requested delivery date.

POSTERS

POSTER DIMENSIONS — 24 x 36



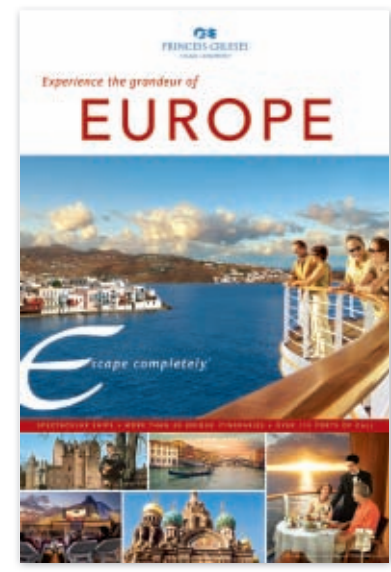
Alaska PT0406



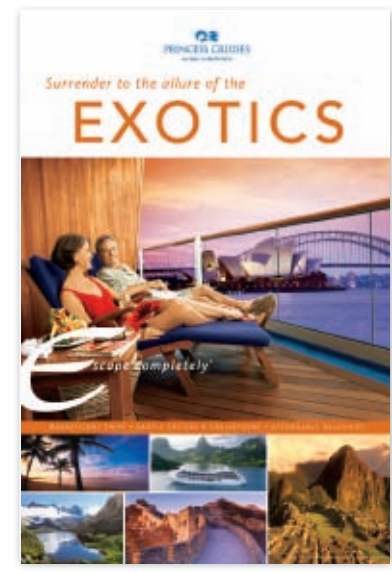
Alaska cruisetours PT0306



Caribbean PT0106



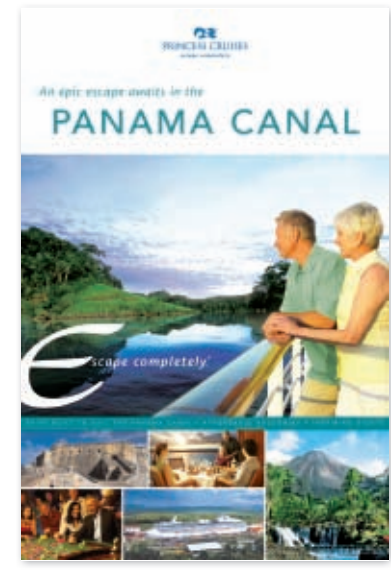
Europe PT0206



Exotics PT0506



Mexican Riviera PT1406



Panama Canal PT1206



Generic PT1506

To order collateral material from inventory:

- Call U.S. 1-888-478-6732 or Canada 1-800-665-1134.
- Orders are processed within 24 to 48 hours.
- Packages are shipped using the best method to arrive on the requested delivery date.

POSTCARDS

POSTCARD DIMENSIONS — 9 x 6.125



Alaska PC0406



Alaska cruisetours PC0306



Asia PC1106



Australia & New Zealand PC0806



Canada & New England PC1006



Caribbean PC0106



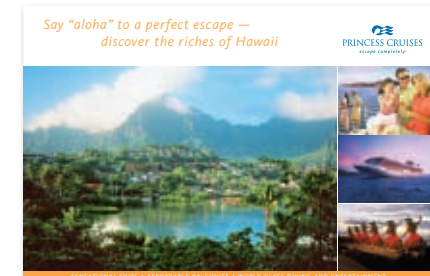
Europe - Mediterranean & Greek Isles PC0206



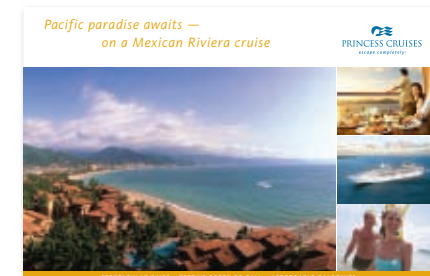
Europe - British Isles & Northern Europe PC0606



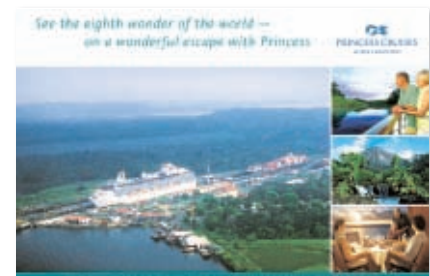
Europe - Scandinavia & Russia PC0506



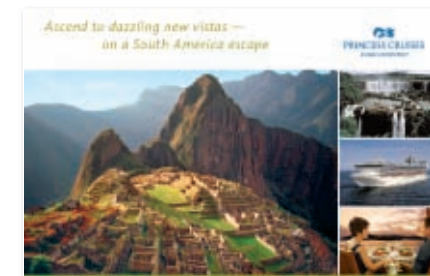
Hawaii PC0906



Mexican Riviera PC1406



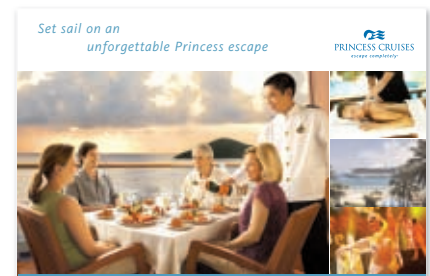
Panama Canal PC1206



South America PC1306



Tahiti PC0706

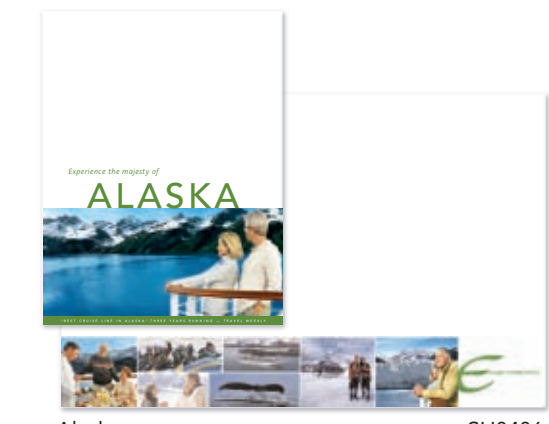


Generic PC1506

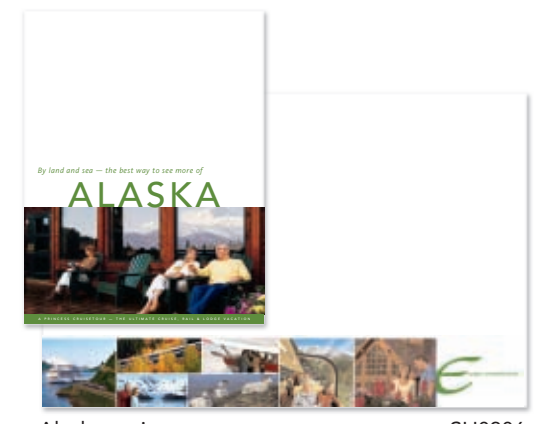
Postcards are in inventory and available at onesourcecruises.com under the eTools link to Princess Collateral Customizer — where you can customize them for a mailing.

SHELLS

SHELL DIMENSIONS — 8.5 X 11 (folded)



Alaska SH0406



Alaska cruisetours SH0306



Caribbean SH0106



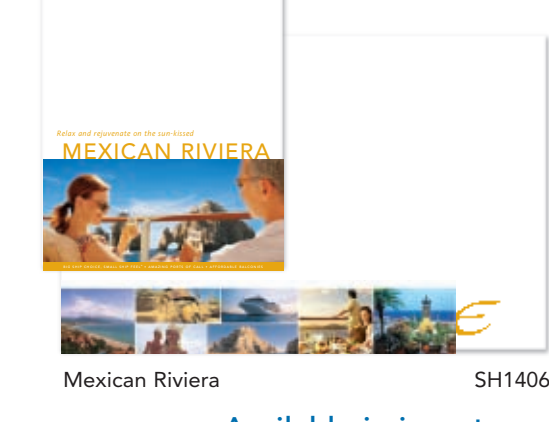
Europe SH0506



Exotics SH1606



Hawaii SH0906

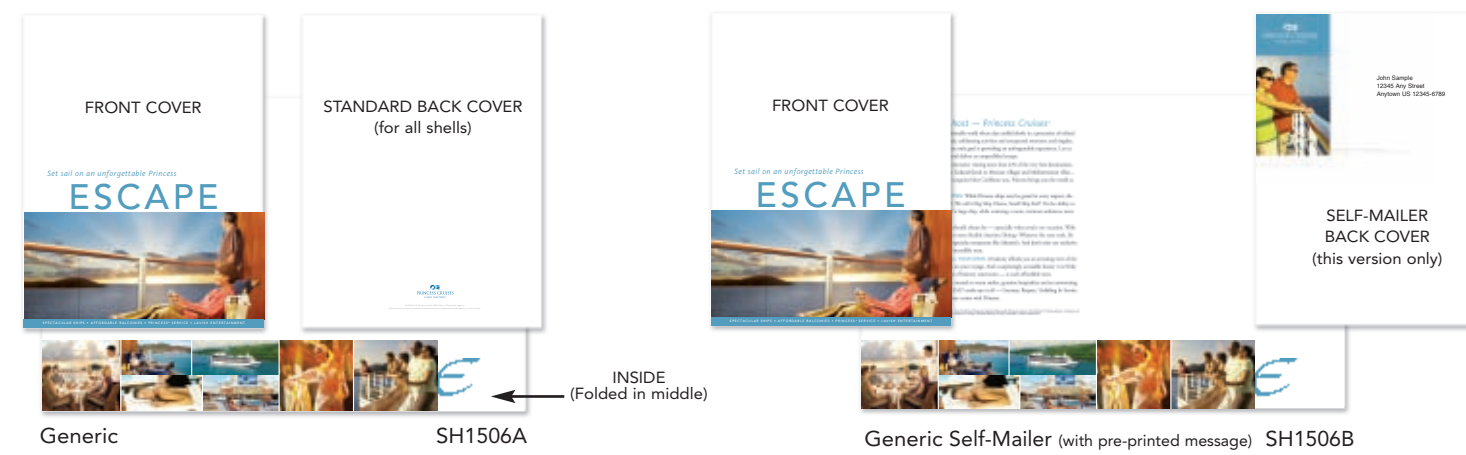


Mexican Riviera SH1406



Panama Canal SH1206

Available in inventory. Print your own message on the front cover, inside and back cover and send to your clients.

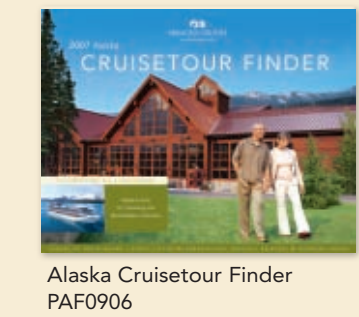


FOR TRAVEL AGENTS

MATERIALS BELOW — 8.5 X 11 or smaller



Caribbean Itinerary Flip Card PAF1006



Alaska Cruisetour Finder PAF0906



Cruise Calendar PAF1106



Alaska Cruisetour Wheel AKTWHL07



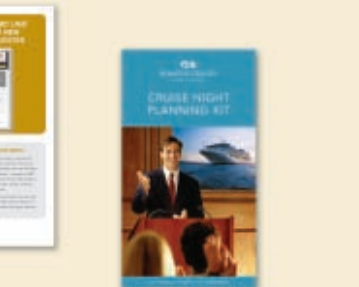
Voyage and Group Pricing Guide GRP0306



Group Beverage Flyer PAF0406R1



POLAR Online™ 7-Step User Guide PAF2705R1



Cruise Night Planning Kit PAF3105

FOR CONSUMERS

MATERIALS BELOW — 8.5 X 11 or smaller



Direct to the Wilderness™ Pamphlet PAF1806



Alaska Lodges Brochure BR7013



Youth & Teen Program Pamphlet PAF1506



Tie the Knot™ Wedding Pamphlet PAF2205R1



ScholarShip@Sea® Flyer PAF1606



Personal Choice Dining® Flyer PAF1406



Caribbean Fleet Pamphlet FLO905R1



Meetings & Incentives Brochure BR6012