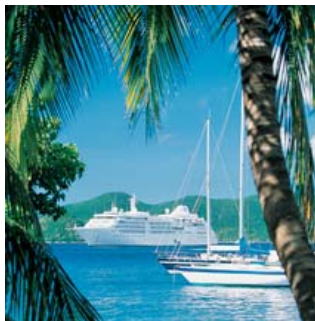


Top 5 Reasons to Select Silversea for Corporate and Incentive Events



Ultra-luxury cruise line rolls out new corporate and incentive group programme packed with perks

(19 January 2012) In today's hectic, stressed-out world, more and more companies are looking for ways to keep their top performers happy, and successful businesses know that one of the best ways is to reward them with a luxury experience that will leave their star performers feeling like pampered royalty.

Ultra-luxury Silversea Cruises, which specialises in creating unparalleled rewards programmes and unique meetings for some of the world's best-known companies and leading brands, has rolled out a new programme to help corporations cut costs without compromising quality. On select voyages this year, corporate and incentive groups of 10 or more suites will enjoy an unmatched array of

complimentary amenities.

The reasons for selecting a Silversea cruise for corporate and incentive travel are numerous, ranging from complimentary amenities that include gourmet dining, fine wines and spirits, and 24-hour room service, to the line's signature all-suite accommodation that features butler service. And complimentary use of the show lounge, conference room and other shipboard venues for meetings and presentations can be an enticing option for companies looking for new and unusual venues where they can host corporate events. But the top five most compelling reasons to take advantage of Silversea's new corporate and incentive group promotion may be narrowed down to the following exceptional perks that distinguish the programme:

- 1) Complimentary Internet access.
- 2) One (1) complimentary berth for every nine (9) paid berths.
- 3) Complimentary upgrades for all suites from the Veranda to Deluxe Veranda category.
- 4) Onboard Spending Credit of US\$250 per person (which can be redeemed for spa treatments, shore excursions, boutique purchases, and more).

And last, but certainly not least:

- 5) Silversea is an award-winning cruise company offering a highly personalised small ship experience that blends cosy sophistication, breathtaking worldwide destinations and an attentive staff ready to welcome the world's outstanding performers and achievers.

Sean J Mahoney, Silversea's vice president of global corporate and incentive sales, said: "With net rates starting at \$2,566 per person, Silversea can accommodate a variety of corporate events with extraordinary flare and value. Our team of corporate and incentive sales experts are ready, available, and eager to assist those who recognise the potential for improving performance by providing an experience that will inspire, indulge and intrigue."

Following is a small sampling of the 2012 voyages offering the new corporate and incentive group programme:

Voyage 5212: *Silver Spirit* departs Monte Carlo 17 May on a 7-day Mediterranean sailing to Barcelona with calls in Portofino, Livorno (Florence), Calvi (Corsica), Saint-Tropez, Marseille and Sète.

Voyage 5217: *Silver Spirit* departs Istanbul 25 June on a 7-day Mediterranean sailing to Athens with calls in Kusadasi, Rhodes, Crete, Santorini and Mykonos.

Voyage 4222: *Silver Whisper* departs Stockholm 23 August on a 7-day Northern Europe sailing to Copenhagen with calls in Tallinn, St Petersburg (three-day/two-night stopover) and Helsinki.

Voyage 3226: *Silver Shadow* departs Seward 30 August on a 7-day Alaska sailing to Vancouver with calls in Sitka, Juneau, Skagway and Ketchikan.

Voyage 4229: *Silver Whisper* departs 1 November on a 7-day Caribbean voyage, sailing roundtrip from Barbados with calls in Curaçao, Aruba, Bonaire, Isla Margarita and Grenada.

For a complete list of sailings, go to <http://www.silversea.com/group-offers/>.

To book a corporate incentive group on this programme, or for more information, please contact Sean J Mahoney at

smahoney@silversea.com or (US) 954.713.3910.

About Silversea Cruises

Silversea Cruises is recognised as an innovator in the luxury cruise line industry, offering guests large-ship amenities aboard its intimate, all-suite vessels: *Silver Cloud*, *Silver Wind*, *Silver Shadow*, *Silver Whisper* and *Silver Spirit* -- all designed to offer an atmosphere of conviviality and casual elegance. With the inclusion of *Silver Explorer*, Silversea Cruises' itineraries encompass all seven continents and feature worldwide luxury cruises to the Mediterranean, Caribbean, both polar regions and over 400 fascinating destinations in between.

In the US, Silversea has been voted "World's Best" by the readers of *Condé Nast Traveler* (nine times) and *Travel + Leisure* (seven times), and awarded "Best Cruise Line for Luxury Small Ships" by *Luxury Travel Advisor* (2011). International awards include "Best Innovation in Products and Services" from the Italian Innovazione Marketing Oggi Awards (2009); "World's Leading Small Ships Cruise Line" from World Travel Awards (2009); "Five Star Diamond Award" from the American Academy of Hospitality Sciences (2010); "Number One" small-ship line in the Readers' Choice survey conducted by Britain's *Condé Nast Traveller* magazine (2010); "Best Luxury Cruise Line" Excellence Award by Spain's Cruise News Media Group (2009); "Best Luxury Cruise Line" by Australia's *Luxury Travel & Style Magazine* (2011); and "Best Luxury Cruise Operator" according to *Travel Weekly China* (2010).

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For more information on Silversea Cruises, please contact a travel agent.

For a complimentary brochure, please call toll-free (US) 877.215.9986 or visit www.silversea.com.

This press release was accurate at the date of issuance. It is the reader's responsibility to verify its continued accuracy, as information contained in the release may have changed.

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