



AIDA Cruises Celebrates the Opening of a New Entertainment House in Hamburg with two Premieres

"Who Wants to be a Millionaire" and "The Voice of the Ocean" take the world's oceans by storm

With a current program including 83 different types of shows, AIDA offers one of the largest and most versatile entertainment programs on the world's oceans. What could be more natural than strong partners aligning with each other? "With 'Who Wants to be a Millionaire' and 'The Voice of the Ocean,' two of the most popular TV show formats in Germany will take the world's oceans by storm on board AIDA," Michael Ungerer, President AIDA Cruises, proclaimed on the occasion of the opening of AIDA's new entertainment house on December 11, 2013, in the Sankt Pauli quarter of Hamburg.

"Who Wants to be a Millionaire" - starting immediately, Germany's most popular game show will be taking the ocean by storm on board AIDAluna, AIDAsol, and AIDamar. The show was adapted and licensed for AIDA Cruises as part of an exclusive partnership with Sony Entertainment.

On board AIDA, candidates won't be playing for money, but rather for a million points. The AIDA audience will be given voting devices, which they can use at the start of the show to play for the chance to be in the Hot Seat. Like in the original show, as the game progresses, the audience can also be used as a lifeline and is given the chance to guess the answer themselves.

A once in a lifetime trip awaits the candidate who makes it to the 15th level of play. The champion will receive a ticket for the 86-day maiden voyage of AIDAprima in early 2015 from Japan to Hamburg. In addition to that, there are many other attractive AIDA trips and prizes to be won.

"The Voice of the Ocean" is being launched in cooperation with Talpa Media starting in early 2014 on AIDastella, AIDAsol, AIDAluna, and AIDabella. During all 14-day trips, AIDA guests on board the four ships will get the chance to prove that they have what it takes to be a star.

Only the voice counts! In blind auditions, the best nine casting participants will fight to hear the coveted statement "I want you" from one of the three AIDA coaches, who will be taking up their places in the famous red chairs in the Theatrium. The candidates will be supported by AIDA bands. After each coach has chosen one favorite in the blind auditions, the AIDA audience will choose the winner in the grand finale of "The Voice of the Ocean". A vocal coaching session or an invitation to the auditions of "The Voice of Germany" awaits the winner.

Since 2001, the entire entertainment program for the ten ships of the AIDA fleet has been developed by AIDA Entertainment in Hamburg. The departments of costume design, costume production, and production are now enjoying their new home in 4,360 m² distributed over seven levels in the new Entertainment House in Sankt Pauli. The facilities include an artist stage equipped with the latest technology as well as true to

Press Release



the original Theatrium stages – enough space for the development of new AIDA entertainment content as well as the perfection of existing shows.

In 2013 alone, seventeen new shows celebrated their premieres aboard the ten AIDA ships. Each evening, the artists of the AIDA show ensemble wow 18,000 guests with up to four different shows. Forty-six hours of live entertainment are produced each day by the eight hundred employees and artists of the entertainment department on board. One hundred employees work at the location in Hamburg.

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