

Press Release



**AIDA is the Service Champion 2013**  
**Leading German cruise line impresses with high customer satisfaction**

AIDA occupies the first place in Germany's largest service ranking once more and has been recognized with the golden seal in the area of service quality. AIDA prevailed over nine other cruise lines to achieve the highest value in customer service experienced in the cruise industry.

"For us, this award represents at the same time an incentive and a commitment, since we want to continue to inspire our guests again and again with high quality, perfect service, and an unforgettable vacation experience," Michael Ungerer, President AIDA Cruises, said.

AIDA represents a casual, restful, and at the same time active vacation experience with change, variety, and high quality. The ten ships of the AIDA fleet distinguish themselves with their especially varied sport and fitness offerings, professional entertainment on board, extraordinary excursions, ever-changing gastronomy experiences, and comfortable staterooms.

With the ships of the new generation, which will be put into service in 2015 and 2016, AIDA will offer its guests more service, more space, and more individuality than ever before. During the maiden voyage of AIDAprima, guests will embark on a world tour from Japan to Hamburg. The ship will depart from the Hanseatic city all year round touring great metropolises.

The Service Champion award is given by Service Value GmbH in collaboration with the Goethe University in Frankfurt am Main. The customer survey contains a total of almost 1 million customer opinions on over 1,500 companies from 182 industries.

Rostock, October 24, 2013

Issuer:  
AIDA Cruises  
Am Strande 3d I 18055 Rostock  
Tel.: +49 (0) 381 / 444-0  
Fax: + 49 (0) 381 / 444-88 88  
[www.aida.de](http://www.aida.de)

Communication:  
Hansjörg Kunze  
Vice President PR & Communication  
Tel.: +49 (0) 381 / 444-80 20  
Fax: + 49 (0) 381 / 444-80 25  
[presse@aida.de](mailto:presse@aida.de)