

Press Release



## **AIDA Cruises once again honored with prestigious Pegasus Award**

### **Consumers in Germany name AIDA as “Most Trusted Brand” in “Cruise” category**

For the fourth time in a row, consumers in Germany have named AIDA Cruises as the “Most Trusted Brand” in the “Cruise” category, in one of Europe’s biggest consumer studies.

The study, conducted by the international media company, Reader’s Digest, identifies the most trusted brands in over 30 different product categories. Since no individual brands are listed, interviewees are free to nominate brands themselves. Around 18,000 consumers in ten countries – some 5,000 of them in Germany – participated in the survey. Representatives of the “Most Trusted Brands” were presented with their “Pegasus Award 2014” at an awards ceremony in Düsseldorf on Friday, September 12, 2014.

“Trust is and remains the most important basis for a successful and, above all, lasting customer relationship,” says Michael Ungerer, President AIDA Cruises. “I would like to thank all of our guests and sales partners for their loyalty and, of course, our outstanding employees. For us, the Pegasus Award is both an incentive and an obligation to continue delighting our guests with high quality, impeccable service, the highest environmental and safety standards, and an unforgettable vacation experience.”

AIDA combines multi-generation cruise vacations with a great variety of experiences, recreation and enjoyment.

AIDA Cruises operates and markets one of the most state-of-the-art and environmentally-friendly fleets in the world, which currently numbers 10 vessels. These ships are operated to the highest international quality, environmental and safety standards. The AIDA fleet will increase in size to twelve ships by 2016, and the company offers cruises to many destinations including the Mediterranean, around the Canary Islands, the North and Baltic Seas, the Caribbean, North America and Asia.

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Issuer:  
AIDA Cruises  
Am Strande 3d | 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 Communication & Sustainability  
Tel.: +49 (0) 381 / 444-80 20  
Fax: + 49 (0) 381 / 444-80 25  
[presse@aida.de](mailto:presse@aida.de)