



Press Release

Football Fever on AIDA Ships for the Euro 2016 Championship

From June 10th onward, all eyes in the world of football will be on France, and the guests aboard AIDA ships will be at the party too, cheering on and celebrating their favorite teams. Every game of the Euro 2016 Championship will be broadcasted live on all eleven AIDA ships, and large public screenings will be held on board. Unforgettable highlights will include the German national team games, the semifinals, and the final tournament. The fever will increase even more at AIDA, as the games can be followed on the giant LED screens.

During the four-week summer football season, the AIDA ships will transform into a real fan fest. It's an open invitation to the football party, and everyone is invited to get actively involved, with practice goal shots, football tennis, and trivia quizzes on the best-loved sport in the world, not to mention the culinary highlights such as classic finger foods of the participating countries, or Currywurst Fan Mugs during the Germany games. Evocative football songs, memorabilia, and mobile beer vendors during the public screenings will keep up the mood among the AIDA football fans. Panel discussions and experts will talk shop and evaluate the games after the live broadcasts. And throughout the Euro 2016 Championship, a large display panel will show all the current match results, with the Football Corner on the daily talk show *Prime Time* keeping AIDA guests up to date on all events, both on and off the field.

AIDA guests can plan their individual travel routes according to their preferred game dates, letting them get into the spirit on board with their favorite teams. For example, guests who book a 7-day trip on AIDAcara to the Canary Islands from July 2nd through the 9th can opt to follow two quarterfinals and the semifinal. In the subsequent AIDAcara cruise, from July 9th through the 16th, the final in Paris will fall on July 10th.

During these two weeks, and in the 7 days before, from June 25 until July 2, 2016, the onboard brewery will become a football center for all of the knockout round games, on each of the weekly AIDAstella Mediterranean cruises. In addition, on AIDAstella, the guests can expect an exclusive special appearance by top trainer Dr. Pedro Gonzales, coach of football stars Thomas Müller, Toni Kroos und André Schürrle. He will report first-hand on the world of football and professional sports. Not only that, guests can also shape up under Dr. Gonzales' training instruction, "Fit like the World Champions."

More information on Football Fever at AIDA, and on cruise routes of the AIDA ships during the Euro 2016 Championship, is available from travel agents, the AIDA Customer Center, at 0381/202 707 07, or online at www.aida.de.

Rostock, May 25, 2016

Pricing examples for editorial staff:

7 days, Canary and Madeira 3 via AIDAcara
to/from Gran Canaria in June and July 2016
from 549 euros per person

7 days, Spain & France, 3 via AIDAstella
to/from Mallorca in June and July 2016
from 729 euros per person

(Both examples AIDA VARIO, price for double-occupancy (inner cabin), limited allocation. The current AIDA catalog is applicable, including the travel terms and conditions.)

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