



PRESS RELEASE

P&O CRUISES TO EXTEND MCP'S CELLATSEA™ SERVICE ONBOARD M/S ARTEMIS

Grimstad/Southampton, March 30, 2007: Maritime Communications Partner AS (MCP) has signed a contract with P&O Cruises to deliver GSM and SMS services onboard Artemis. MCP's CellAtSea™ service will now allow both passengers and crew onboard Britain's leading cruise line to make and receive calls and SMS using their own mobile phones and phone numbers. Artemis, the smallest vessel in the P&O fleet, sails in the Caribbean, Mediterranean and Europe. During the summer the ship sails from her home port of Southampton to the Mediterranean and in the winter months, in the Caribbean. With the activation of the network onboard Artemis, all five ships in the P&O Cruises fleet are now able to enjoy superior cellular connectivity at sea through MCP's CellAtSea™ network.

P&O Cruises, head of brand marketing, Philip Price says: *"We are delighted that following the successful roll out onboard the rest of the P&O fleet, we are now in a position to implement the GSM network on Artemis. I am sure it will prove to be as popular on Artemis as on the other four ships."*

For the passengers, the mobile services are transparent, readily available on their own personal mobile phone, operating seamlessly through MCP's network in the same way as when travelling abroad. MCP tariffs all calls, and handles the revenue flow generated by the networks, through industry standard billing and accounting systems. The customers are charged by their home operator through normal invoicing routines.

About Maritime Communications Partner AS:

MCP is the global maritime cellular operator focused on providing cost effective GSM and CDMA communications solutions specially created to fulfill the requirements of the shipping industry. MCP enables cell phone coverage by installing and operating the shipborne radio networks, linking the vessels with public networks via satellite. MCP operates its mobile services via roaming agreements with cellular operators throughout the world.

Through a partnership with MCP, the ship-owners benefit by providing a service in demand to their passengers, thus enhancing their own competitiveness. MCP works in close cooperation with customers, providing unique business models based on revenue sharing and co-investments in the vessel's operational infrastructure.

MCP is a fully recognised international cellular operator which handles all legal and regulatory challenges associated with the unique technology and service solutions that it provides to its customers.

MCP is fully owned by Telenor ASA.

For more information about MCP, please visit our website www.cellatsea.com

About P&O Cruises:

P&O Cruises has been operating cruise ships for more than 160 years and currently has a fleet of five ships, all dedicated to the British market. Three of the ships – *Aurora*, *Oceana* and *Oriana* – are family-friendly while both the newest (2005) ship, *Arcadia*, and the most intimate, *Artemis*, are child-free. A new family-friendly ship, the 115,000-ton/3,100-passenger *Ventura*, will be introduced in spring 2008.

All five ships cruise round-trip from Southampton between April and October to destinations including the Atlantic Islands, Mediterranean and Scandinavia. Three continue through to December while two cruise the Caribbean between October and April and three make World Voyages of between 80 and 100 nights.

Ventura, the largest superliner to be built exclusively for the UK market, will be launched in April 2008. *Ventura* will offer contemporary cruise holidays specifically designed for families and couples. As well as 11 places to eat, 12 places to drink, five pools and a 3D cinema, *Ventura* will offer "Tate Talks", a series of presentations and creative workshops from Tate Modern, which provide a stimulating introduction to the world of modern art. Triple Michelin-starred chef Marco Pierre White will create the fine dining Mediterranean restaurant, The White Room as well as

The Beach House for families and Frankie's Grill, by the pool. Children's favourite, Noddy, will join every cruise for themed activities for pre-school children including character breakfasts and film shows, whilst older children can enjoy the very first giant digital Scalextric at sea.

A further 115,000 ton superliner, similar to *Ventura*, is on order and will be launched in 2010.

Reservations: 0845 3555 333
www.pocruises.co.uk

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