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Carnival Cruise Lines and Live Nation Entertainment Announce Innovative Marketing Alliance

Partnership Extends Carnival's "Didja Ever" Campaign with Concert Series Sponsorships, Exclusive Artist Access, In-Venue Experiences, and Offline and Online Media Integration

NEW YORK AND LOS ANGELES, May 4, 2011 -- Carnival Cruise Lines, a unit of Carnival Corporation & plc (NYSE/LSE: CCL; NYSE: CUK), and Live Nation Entertainment, Inc. (NYSE: LYV) today announced a wide-ranging national marketing alliance that will "Rock the Deck" for concert-goers across the country starting this spring. An exciting addition to Carnival Cruise Lines' "Hey America, Didja Ever" campaign, Carnival will reach fun-loving music fans before, during and after live shows through Live Nation's multichannel distribution platform, VIP priority seating, in-venue visibility, fan interaction and exclusive artist access. The innovative program signifies Live Nation's first-ever partnership with a cruise line, and sets sail this month.

The agreement makes Carnival the Official Concert Series Sponsor at four Live Nation amphitheater concert venues, including Aaron's Amphitheatre at Lakewood in Atlanta, Jiffy Lube Live in Washington D.C., Cynthia Woods Mitchell Pavilion in Houston and Gexa Energy Pavilion in Dallas. Carnival branding will prominently appear on tickets and in advertisements promoting Carnival's "Rock The Deck" Concert Series in each market. Carnival will also be the Official Cruise Line category sponsor at Live Nation's Susquehanna Bank Center amphitheater in Philadelphia. All markets are within a short drive of a year-round Carnival homeport.

To extend Carnival's "Didja Ever" campaign -- which inspires people to add more fun to their lives and try new things for the first time -- Carnival and Live Nation will facilitate unique music experiences that allow fans to fulfill lifetime dreams at Live Nation concerts, such as attending a sound check with a top-performing artist, or meeting a band prior to a show.

"Carnival is all about creating fun, memorable, once-in-a-lifetime experiences and encouraging people to get out of their comfort zone and try things for the first time – whether that's taking their first cruise, trying a new food or experiencing their favorite new band performing live," said Jim Berra, senior vice president and chief marketing officer for Carnival Cruise Lines. "By tapping into Live Nation's own unique assets, we have a prime opportunity to create new and exciting experiences well-aligned with our brand that showcase the essence of a Carnival cruise vacation to an audience of loyal fans and those we invite to sail with Carnival for the first time."

Other elements of the partnership will include pre-show entertainment gatherings, "Carnival Sailgate Parties," Carnival-reserved VIP seating areas for fans, and photos capturing concertgoers enjoying the pre-show festivities that will be made available on Carnival's Facebook page after the events. Consumers can learn more about how they can receive access to these experiences and other offers in the coming weeks at www.facebook.com/carnival.

"We connect the world's greatest brands with millions of consumers annually through innovative campaigns fueled by the power of live music and our multi-platform distribution network," said Russell Wallach, President of Live Nation Network. "By capitalizing on nearly every single touch point of our integrated marketing platform – including targeted media, experiential brand engagement, unique artist experiences and digital and social media - we will provide Carnival with unparalleled opportunities to engage with their targeted consumers and encourage cruise bookings."

The alliance will also benefit another important Carnival partner, St. Jude Children's Research Hospital in Memphis. Live Nation will donate artist-autographed memorabilia to St. Jude for an auction sponsored by Carnival to raise money for children's cancer research.

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About Carnival Cruise Lines:

Carnival Cruise Lines, a unit of Carnival Corporation & plc (NYSE/LSE: CCL; NYSE: CUK), is "The World's Most Popular Cruise Line®," with 23 "Fun Ships" operating three- to 16-day voyages to The Bahamas, Caribbean, Mexican Riviera, Alaska, Hawaii, Panama Canal, Canada, New England, Bermuda, Europe, the Pacific Islands and New Zealand. In addition to the 130,000-ton Carnival Magic, which debuted in Europe May 1, 2011, the new 130,000-ton Carnival Breeze is scheduled to enter service in June 2012. Additional information is available at www.carnival.com.

Carnival also can be found on:

Twitter: www.twitter.com/carnivalcruise

Facebook Fan Page: www.facebook.com/carnival Flickr: www.flickr.com/photos/carnivalcruiselines/

Journalists also can visit Carnival's media site, www.carnivalpressroom.com

About Live Nation Entertainment:

Live Nation Entertainment is the world's leading live entertainment and eCommerce company, comprised of four market leaders: Ticketmaster.com, Live Nation Concerts, Front Line Management Group and Live Nation Network. Ticketmaster.com is the global event ticketing leader and one of the world's top five eCommerce sites, with over 26 million monthly unique visitors. Live Nation Concerts produces over 20,000 shows annually for more than 2,000 artists globally. Front Line is the world's top artist management company, representing over 250 artists. These businesses power Live Nation Network, the leading provider of entertainment marketing solutions, enabling over 800 advertisers to tap into the 200 million consumers Live Nation delivers annually through its live event and digital platforms. For additional information, visit www.livenation.com/investors.