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CARNIVAL IMPLEMENTS NEW REQUIREMENTS TO QUALIFY FOR TRAVEL AGENT DISCOUNTS

MIAMI (January 9, 2008) – Carnival Cruise Lines is implementing new eligibility requirements for travel agents to qualify for reduced rate agent space on the line's 22 ships. Effective today, travel professionals seeking to book a cruise at a discounted travel agent rate must have made a minimum of five Carnival bookings within a 12-month period.

"There are so many different business models out there in the travel distribution system now that it is becoming increasingly important to ensure that only professional travel agents who are actively promoting and selling cruises are receiving travel agent discounts," said Vicki Freed, Carnival's senior vice president of sales and guest services.

Reduced rate travel agent reservations will be handled through the Promotions Desk within Carnival's Reservations Department. The five qualifying bookings must have already sailed or be fully deposited within a 12-month period and booked by the agent requesting the travel professional discount.

Opportunities to visit Carnival ships will continue to be available to all travel agents attending industry trade conferences that feature Carnival ship inspections. Carnival also offers a Weekend Familiarization Program, which is available to travel agents at a nominal cost and typically features multiple ship visits along with educational training. That program is combined with a hotel stay in one of Carnival's homeport cities. The line also offers Carnival University, web-based educational courses available to travel agents.

"We offer many different training opportunities for all travel agents, including those just entering the business, who want to learn more about the Carnival product and grow their sales," said Freed. "Carnival is the only cruise line that calls on all travel agencies, regardless of productivity, via our local business development managers who help educate, train and develop a personalized business plan for each agency's individual needs," she added.

"We feel that a continued focus on training and education available to all travel agents, combined with a reduced rate program that rewards those who can demonstrate that they are in the business for the purpose of selling cruises, is a sensible and winning approach for all concerned," said Freed.

To make a booking under the reduced rate agent program or for additional information, agents may contact Carnival as follows:

Via email: InternationalReservations@Carnival.com

Via fax: 305-406-8626

By phone:

From: Canada - 1-800-438-6744

Mexico & Caribbean - 1-800-343-7823

All others: 1-305-406-4637

For additional information and reservations, contact your local travel agent, or visit www.carnival-international.com.

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