



# *The Recording Academy*<sup>®</sup>

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## **NORWEGIAN GETAWAY TO FEATURE FIRST GRAMMY<sup>®</sup> EXPERIENCE AT SEA**

*Norwegian Cruise Line partners with The Recording Academy<sup>®</sup>  
for the first GRAMMY<sup>®</sup>-Themed Cruise*

**MIAMI (March 12, 2013)** — Norwegian Cruise Line announced today that it has partnered with The Recording Academy<sup>®</sup> to feature the first GRAMMY<sup>®</sup> Experience at sea onboard its newest ship, Norwegian Getaway, which is set to launch in February 2014. As part of the partnership, Norwegian Cruise Line has been named "Official Cruise Line Partner of the GRAMMY Awards<sup>®</sup>." In addition, the companies will partner for the first GRAMMY-themed cruise, which is scheduled to set sail in fall 2014.

The GRAMMY Experience will be located on Deck 8 on Norwegian Getaway and will feature artifacts chosen and curated by the GRAMMY Museum<sup>®</sup> at L.A. LIVE in downtown Los Angeles. In the evenings, the venue will feature live performances by GRAMMY-winning and -nominated artists.

"Partnering with The Recording Academy and its prestigious GRAMMY Awards to bring the first GRAMMY-branded experience at sea onboard Norwegian Getaway is a huge coup for us as we continue to innovate with entertainment," said Kevin Sheehan, Norwegian Cruise Line's Chief Executive Officer. "This GRAMMY venue with nightly performances by top-notch musicians elevates the offerings on Norwegian Getaway to a whole new level."

"The Recording Academy is always looking for unique ways to elevate the GRAMMY brand and extend the GRAMMY experience throughout the year," said Neil Portnow, President/CEO of The Recording Academy. "This new partnership with Norwegian Cruise Line allows us to continue expanding our brand's reach globally and bring new forms of GRAMMY-themed entertainment to music fans everywhere. We couldn't be more pleased with this new alliance between one of the leading cruise lines and the most credible and recognized brand in music."

More details regarding the GRAMMY Experience venue, performances and the GRAMMY-themed cruise will be revealed in the coming months.

Currently under construction at MEYER WERFT shipyard in Germany, the 4,000-passenger Norwegian Getaway will be the largest ship to homeport year-round in Miami. The ship represents an opportunity for the Norwegian guest to "get away" from the routine of work, school, and daily stress, and find a true respite at sea that reflects the energy and culture that Miami is known for worldwide. Norwegian Getaway's hull artwork was designed by popular Miami modern artist and muralist David "LEBO" Le Batard.

To date, the company has revealed the ship's groundbreaking design, including an open-air boardwalk, The Waterfront, and 678 Ocean Place; a wide range of indoor and outdoor venues on three dynamic decks that will create a whole new complex at sea that enhances guests' connection with the ocean. Celebrity chef and Food Network star Geoffrey Zakarian will also create and oversee the opening of his seafood restaurant, Ocean Blue by Geoffrey Zakarian.

The ship will feature a rich mix of stateroom options, including The Haven by Norwegian, comprised of 42 Suites at the top of the ship in an exclusive, private key-card enclave and 22 additional Suites located throughout the ship; the innovative Studios, designed and priced for solo travelers; a wide range of Oceanview staterooms, Balcony and Mini-Suites; along with Spa Balcony, Mini-Suites and Suites in close proximity to the spa. Norwegian Getaway's sister ship, Norwegian Breakaway, will begin sailing from her year-round home port of New York City in May 2013.

Norwegian Getaway will sail seven-day cruises from Miami to the Eastern Caribbean beginning Feb. 1, 2014, with ports of call including Philipsburg, St. Maarten; St. Thomas, U.S. Virgin Islands; and Nassau, Bahamas. Information on Norwegian Getaway's accommodations and itinerary can be found at [www.getaway.ncl.com](http://www.getaway.ncl.com). To book a cruise on Norwegian Getaway, contact a travel professional, call Norwegian at 800.327.7030 or visit [www.ncl.com](http://www.ncl.com). Comment on today's announcement on Norwegian's Facebook page at [www.ncl.com/facebook](http://www.ncl.com/facebook).

### **About The Recording Academy**

Established in 1957, The Recording Academy is an organization of musicians, songwriters, producers, engineers and recording professionals that is dedicated to improving the cultural condition and quality of life for music and its makers. Internationally known for the GRAMMY Awards — the preeminent peer-recognized award for musical excellence and the most credible brand in music — The Recording Academy is responsible for groundbreaking professional development, cultural enrichment, advocacy, education and human services programs. The Academy continues to focus on its mission of recognizing musical excellence, advocating for the well-being of music makers and ensuring music remains an indelible part of our culture. For more information about The Academy, please visit [www.grammy.com](http://www.grammy.com). For breaking news and exclusive content, follow @TheGRAMMYS on [Twitter](#), "like" The GRAMMYS on [Facebook](#), and join The GRAMMYS' social communities on [Foursquare](#), GetGlue, [Google +](#), [Instagram](#), [Pinterest](#), [Tumblr](#), and [YouTube](#).

### **About Norwegian Cruise Line**

Norwegian Cruise Line is the innovator in cruise travel with a 46-year history of breaking the boundaries of traditional cruising, most notably with the introduction of Freestyle Cruising which revolutionized the industry by giving guests more freedom and flexibility. Today, Norwegian invites guests to "Cruise Like a Norwegian" on one of 11 purpose-built Freestyle Cruising ships, providing guests the opportunity to enjoy a relaxed cruise vacation on some of the newest and most contemporary ships at sea. Recently, the line was named "Europe's Leading Cruise Line" by the World Travel Awards for the fifth consecutive year.

Norwegian Cruise Line's largest and most innovative Freestyle Cruising ship, Norwegian Epic, debuted in June 2010 and has been named "Best Overall Cruise Ship" by the readers of *Travel Weekly* two years in a row and "Best Ship for Sea Days" by *Cruise Critic*. Norwegian Cruise Line is the official cruise line of Blue Man Group, appearing for the first time at sea on Norwegian Epic, as well as the official cruise line of Legends in Concert, The Second City®, Howl at the Moon Dueling Pianos, and Nickelodeon, the number-one entertainment brand for kids. Cirque Dreams™ & Dinner is also featured on board Norwegian Epic as the first show of its kind at sea under a big top.

The Company has two 4,000-passenger vessels, Norwegian Breakaway and Norwegian Getaway, under construction for delivery in April 2013 and January 2014, along with one larger "Breakaway Plus" vessel for delivery in fall 2015. Known as New York's ship, Norwegian Breakaway will be the largest vessel to homeport year-round in the city, sailing to Bermuda for the summer beginning May 12, 2013. Norwegian Breakaway's features include hull art by legendary artist Peter Max, seafood restaurant Ocean Blue by famed New York Iron Chef Geoffrey Zakarian, bakery by Buddy Valastro, star of the TLC series "Cake Boss," and fitness classes and a retrospective display from the ship's iconic godmothers, the Rockettes®. The entertainment lineup includes three Broadway shows: "Rock of Ages," "Burn The Floor" and "Cirque Dreams™ & Dinner: Jungle Fantasy." Sister ship Norwegian Getaway, the largest ship to homeport year-round in Miami, will sail Eastern Caribbean voyages beginning in February 2014. Sailings for both vessels are now on sale.

High-resolution, downloadable images are available at [www.ncl.com/pressroom](http://www.ncl.com/pressroom). For further information on Norwegian Cruise Line, visit [www.ncl.com](http://www.ncl.com), follow us on [Facebook](#), [Twitter](#), and [Instagram](#) @Norwegiancruiseline, Pin us on [Pinterest](#), watch us on YouTube, or contact us in the U.S. and Canada at 888-NCL-CRUISE (625-2784).

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