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# **Marathon Projects Ltd.**

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## **Marathon Projects Appointed As Carnival® Cruise Lines' Licensing Agent**

(Midland Park, NJ - August, 2000) Carnival, the world's largest cruise company, has appointed Marathon Projects as its licensing agent, responsible for further enhancing the brand's identity through various licensing opportunities, including apparel, swimwear, footwear, travel related accessories such as luggage and suntan lotion, and other cruise-related products.

Craig Kalter, president of Marathon Projects said, "Carnival is the cruise industry leader and possesses strong brand recognition with consumers. This new licensing strategy is a natural fit for Carnival since many of the product categories we intend to pursue for the program, such as cruise wear and luggage are logical extensions of the Carnival brand. We anticipate that the outstanding combination of the Carnival name with these popular retail products will produce a very successful licensing program."

In addition to being associated with the number one cruise brand, licensees will also have access to Carnival's recognizable tag line, The Most Popular Cruise Line in the World®, which will help communicate the powerful market positioning that Carnival commands within the cruise and travel industry.

Miami-based Carnival Cruise Lines, which currently operates a 15-vessel fleet and has six additional ships on order between now and 2004, has established a strong identity with its "Fun Ship®" cruise vacation product and reinforces its brand recognition through a wide variety of strategic marketing, advertising and public relation initiatives.

### **About Carnival**

Carnival is the largest and most popular cruise line in the world, with 15 "Fun Ships" operating voyages ranging from three to 16 days in length to The Bahamas, Caribbean, Mexican Riviera, Alaska, Hawaii, the Panama Canal, Canada and New England from homeports throughout North America.