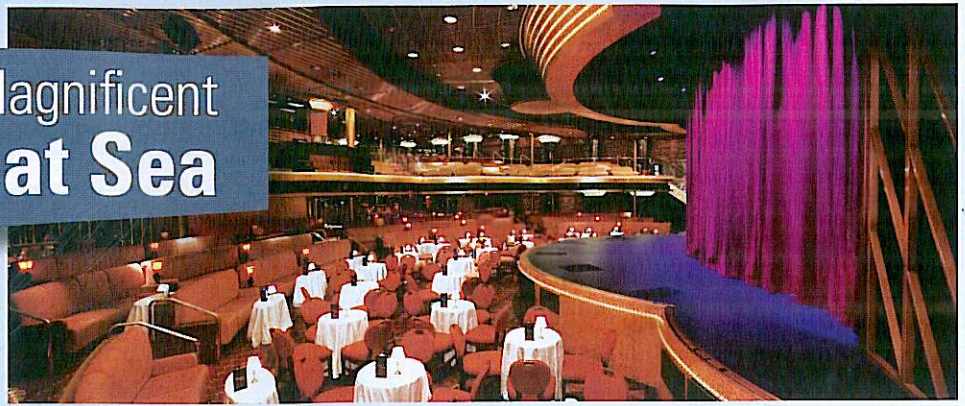


Announcing the Magnificent Showroom at Sea



Holland America Line's new Showroom at Sea introduces an all-new brand of entertainment featuring a star-studded, musical repertory company in a redesigned showroom that blurs the line between you and the stage. From preshow teasers in the lobby through the last notes of the show, these new productions will engage you in every performance. The eight-member repertory troupe creates an exhilarating evening of music and dancing.

"With its new, intimate seating, large dance floor and cocktail tables, the Showroom at Sea has the feel of a glamorous Hollywood or New York nightclub that we all remember from the movies," said Bill Prince, Director, Entertainment. "The remodeled space lends itself perfectly to the new style of more intimate productions where guests become an integral part of the experience as the show comes off the stage and into the audience."

Additionally, a new sound system, enhanced lighting, state-of-the-art video projections and cutting-edge technology will transport you into diverse environments, changing every evening, as scenery and décor carry the theme throughout the theatre.

As you approach the Showroom at Sea, you'll sense immediately that an exciting experience awaits. Violinists stroll through the lobby, bar crew in usher uniforms greet you, costumed mannequins wait for inspection and strains of music hinting at the upcoming performance drift through the room.

On a night that features a classical crossover concert, tables are covered in black satin with musical confetti and lyres. For an evening of pop music from the '50s, '60s and '70s, it's red-and-white

checked tablecloths decorated with salt and pepper shakers, napkins, and a bottle of mustard to garnish the hot pretzels served. Bar crew become part of the fun as they change costumes — from retro, ruffled tuxedos to bowling shirts — to fit the evening's theme.

The mannequins, dressed in Bob Mackie designs, are the introduction to a lively performance of Broadway show tunes. *Live from the Stardust Lounge* entertains with music from the Rat Pack era in Las Vegas. The pop music night is set in a bustling street scene, with fire escapes, benches, trees and street-front shops that stretch into the audience.

Comprised of cast members with credits such as *Les Misérables* and *Rent* on Broadway, national tours of *Mamma Mia*

and appearances with the Tokyo Philharmonic, a combination of seasoned actors, vocalists, musicians and comedians will wow you at each performance. Shows include *Street Singin'*, *Encore* and *Bob Mackie's Broadway*, and are created in partnership with Emmy award-winning producers.

Fun-filled shows bring a special all-encompassing ambiance. By combining seasoned entertainers with a transformed showroom, it's our pleasure to welcome you to this thoroughly innovative experience.

Showroom at Sea debuted on the *ms Veendam* following dry dock renovations in late April. As part of the ongoing Signature of Excellence improvements, shows will be rolled out to the rest of the fleet over the next two years.

