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## Press Release

May 9<sup>th</sup>, 2011

### **Fidelio Cruise secures Seabourn software contract**

Leading cruise IT specialist Fidelio Cruise recently reached an agreement to supply its core Shipboard Property Management Software to Seabourn for its six-ship fleet. The line's Seabourn Odyssey, a 32,000-gross ton luxury cruise vessel built by Genoa's T.Mariotti in 2009, became the first vessel to benefit from the Fidelio Cruise software system's extensive functionality following installation in March. The vessel now carries a full range of the Hamburg-based firm's software, as well as an integrated MICROS® point-of-sale system.

Seabourn Odyssey now utilizes Fidelio's Ship's Property Management System (SPMS) for complete passenger, crew and visitor management, as well as on-board financial operations. The SPMS also serves as the basis for a range of modules providing efficient management of shore excursions, hotel maintenance, spa operation, safety and security, and passenger feedback monitoring. The award-winning cruise vessel operated its first guest check-in powered by Fidelio Cruise's software in Lisbon on March 30<sup>th</sup>. The software installation was heralded a great success and Seabourn's guests enjoyed a seamless and stress-free embarkation process.

The system installation, carried out by Fidelio Cruise software specialists, is a part of the integration of Seabourn with its Seattle-based sister-company, Holland America Line. Already equipped with a wide range of Fidelio Cruise products, Holland America Line is further evaluating extending its current system template across the Seabourn fleet.

Holland America Lines' CIO, Brent Davidson remarked: "The implementation of Fidelio Cruise Systems on board Seabourn's vessels was the most natural move we could make. Holland America Line has a long partnership with Fidelio Cruise. Our own fleet-wide Fidelio Cruise

implementation including SPMS and point-of-sale culminated with the Nieuw Amsterdam last summer. We have been pleased with system performance and feel confident that Seabourn will recognize many of the same benefits. “

Speaking on behalf of Seabourn Cruise Lines, John Polimenakos, Director of Information Technology commented: “The project we have just completed on board Seabourn Odyssey marks the beginning of an IT upgrading process across our fleet. We look forward to the next steps in this exciting project which brings so many opportunities to raise the quality of the onboard experience with Fidelio Cruise’s latest technology.”

In a move aimed at further improving operating efficiency and fine-tuning marketing initiatives, Seabourn will install Fidelio Cruise’s Fleet Management (FMS) and ResOnline Systems on board its ships. Ships’ data will be transferred automatically between head office and vessel, providing real-time updates and enabling comparison of operating performance across the fleet. With FMS, all transactions, revenue flows, guest demands, onboard purchases, activities and movements are logged continuously. A daily fleet-wide management accounting system and an instant snapshot of overall fleet performance is therefore available and provided shore-side at head office.

“We are truly delighted that Seabourn has adopted so much of our latest software,” declared Fidelio Cruise President Tony Heuer. “We are confident that the move will enable further improvements to the quality of service on board these luxury-brand vessels and we are looking forward to a successful partnership in our common aim for effective operation and happy passengers.”

**ENDS**

#### **Notes for Editors**

#### **About Fidelio Fidelio Cruise Software GmbH**

Fidelio Cruise Software GmbH was established in 1995 and, over the last 15 years, has built a vast wealth of knowledge and expertise in cruise information technology through its relationships with a worldwide client base. Today, Fidelio Cruise Software GmbH is a global company whose software packages are installed on more than 200 vessels owned by 40 companies. To support this worldwide operation, the Fidelio Cruise group operates 24-hour, 365-day Customer Support Centres in Hamburg and Fort Lauderdale, for the exclusive use of Fidelio Cruise clients.

The company's philosophy is simple – it aims to be innovating, proactive and flexible while maintaining a focused vision for the future. Fidelio Cruise endeavours to seek the best possible utilisation of major shareholder MICROS-Fidelio (Ticker symbol MCRS, Nasdaq) and its worldwide support structure. Using the experience and expertise gained, Fidelio Cruise Software GmbH delivers ongoing development of software systems for use on board ocean and river passenger vessels and superyachts. More recently, Fidelio Cruise Software GmbH has embarked on development of shoreside applications to complement its on-board suite of products.

### **About Seabourn**

**Seabourn** is consistently ranked among the world's top travel choices by professional critics and the discerning readers of prestigious travel publications such as *Departures*, *Travel + Leisure* and *Condé Nast Traveler*. Its stylish, distinctive cruising vacations are renowned for:

- Six intimate ships with just 104 or 225 suites
- *Unique itineraries visiting must-see cities and hidden gems where larger ships cannot follow*
- Intuitive, gracious service provided by a staff passionate about pleasing our guests
- Spacious all-suite accommodations with sweeping ocean views – many with verandas
- Gourmet dining experiences as fine as the best restaurants anywhere
- Fine wines poured with lunch and dinner and open bars throughout the voyage

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