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FOR IMMEDIATE RELEASE:

### **SPECTACULAR SPRINGTIME CHRISTENING FOR MS AMALYRA**

(Chatsworth, CA) AMAWATERWAYS christened the newest addition to its award-winning fleet, MS Amalyra, in a colorful springtime ceremony in Vilshofen, Germany, April 12. The Easter Sunday festivities combined age-old christening traditions with local folk touches, and were made especially memorable by the brilliant sunshine and warm welcome from the scenic Danube town of Vilshofen. Michelle Morgan, President of the Signature Travel Network, served as Amalyra's godmother.

The day's events began with the Amalyra's arrival into Vilshofen after completing her inaugural 7-night "Romantic Danube," itinerary from Budapest, Hungary. As the ship proceeded into town, Vilshofen's fire department greeted the Amalyra with a water fountain "salute" from a nearby vessel. Passengers gathered on the Sun Deck were met with an enthusiastic greeting from cheering locals (many in traditional costume); a Bavarian folk band, fantastical "stelzengeher," or stilt walkers and assembled AMAWATERWAYS executives, local dignitaries and invited guests waiting on the dock, which had been specially prepared for the occasion.

Highlights of the christening ceremony included a welcome by Vilshofen Mayor, Georg Krenn; remarks by AMAWATERWAYS President, Rudi Schreiner and Vice President, Sales, Kristin Karst; a special blessing of the ship and convocation by Vilshofen priest Lothar Zerrer, followed by a moving rendition of Schubert's "Ave Maria" by soprano Alexandra Bauer and a signing of Vilshofen's traditional "Golden Book." Guests enjoyed Vilshofen's distinctive local beer and traditional pretzels, as well as greetings from the town's very own "Beer Queen." Later, the Veuve Clicquot flowed freely as guests prepared to toast the Amalyra. The moment Ms. Morgan struck the champagne bottle against the side of the ship, a 10-gun salute sounded from traditionally-dressed Bavarian "hunters" on the Sun Deck, signaling an exclusive private reception on the dock.

### **ABOUT AMAWATERWAYS**

AMAWATERWAYS is the fastest-growing river cruise line in Europe, known for its innovative product and state-of-the art vessels. The 148-passenger MS Amalyra joins a luxurious fleet that includes MS Amacello and MS Amadante (2008), MS Amalegro (2007) and MS Amadagio (2006). Another brand-new vessel, MS Amadolce, will debut in May, 2009. And, the MS Amabella is on order for 2010.

Like her sister ships, MS Amalyra features a sleek, upscale décor, high-tech amenities (such as complimentary Wi-Fi) and traditional European service and ambiance. The AMAWATERWAYS vessels boast an unparalleled array of features and complimentary services, including: spacious, 170-square foot standard cabins, with over eighty-two percent boasting French Balconies; plush bedding with down duvets; flat-screen TVs; in-room "Infotainment system," with complimentary Internet access; marble-appointed bathrooms, spa-quality bath amenities, terry robes and slippers. Gourmet meals in the



restaurant are accompanied by complimentary local wines and specialty coffees. The vessels also feature a fitness center, beauty salon, whirlpool, walking track on the Sun Deck and a fleet of bicycles for passenger use. An elite AMAWATERWAYS cruise director accompanies passengers. And expert local guides conduct complimentary city tours at each location.

AMAWATERWAYS continues to lead the way in river cruising, with an exciting lineup of itineraries for 2010. In addition to its recently-announced “Vietnam, Cambodia and the Riches of the Mekong” program in South East Asia, the line’s extensive array of European offerings has increased to 20. And, new land programs will bring AMAWATERWAYS passengers to some of Europe’s most legendary, historic and scenic locations.

For more information about AMAWATERWAYS, visit the line’s website at [www.amawaterways.com](http://www.amawaterways.com) or call 1-800-626-0126.