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For immediate release

Malt Shop Memories Cruise Brings the Best of the '50s and '60s to the High Seas

Dynamic partnership between Carnival Cruise Lines and Sixthman offers guests a unique entertainment experience inspired by Time Life's Malt Shop Memories Collection.

ATLANTA, GA; September 22, 2009- Carnival Cruise Lines and Sixthman are proud to announce the launch of the Malt Shop Memories Cruise- a five-day, four-night cruise offering guests a unique travel experience as they journey back to the birth of rock n' roll via live performances and themed events. The cruise will set sail May 13-17, 2010 aboard the Carnival Inspiration, traveling from Tampa, Florida, and calling at Cozumel, Mexico.

On board, guests will enjoy live performances from the era's top artists in an intimate and personal setting. Those appearing include Frankie Avalon, Bobby Rydell, Little Anthony & The Imperials, Lesley Gore, The Original Drifters, The Platters, and Lou Christie. Renowned DJ Jerry Blavat, also known as the "Geator with the Heater," serves as host of the cruise and emcee of special events.

The Malt Shop Memories Cruise was inspired by Time Life's Malt Shop Memories collection- a box set containing 150 songs epitomizing the birth of rock n' roll. "We have sold millions of the Malt Shop Memories CDs, so this cruise is a natural extension of this beloved brand," says Patricia K. Boos, Senior Vice President for Time Life. Boos attributes the enthusiasm surrounding the cruise to the dedication of those involved in bringing this era back to life. "People love this era, love this music and love these artists. Seeing them perform live on this cruise is a unique and exciting vacation experience."

In addition to non-stop music and artist interactions, guests will enjoy other activities reminiscent of the era, including sock-hops, beach parties, dance contests, bingo and more. "We are so excited for Malt Shop Memories to come to life," says Andy Levine,

owner of Sixthman. "This music is the soundtrack for generations of peoples' lives, and we're excited for the opportunity to bring them together."

The Malt Shop Memories Cruise sets sail aboard the Carnival Inspiration, a 2,000 passenger floating resort boasting 2 pools, jacuzzis, a miniature golf course, state-of-the-art fitness center, spa, casino and multiple bars and restaurants. Guests will combine fine dining with themed leisure activities, while enjoying first-class service that is synonymous with the Carnival name. "The Carnival vacation experience evokes the very same fun and carefree spirit instilled in the tunes of the '50s and '60s," says Cherie Weinstein, vice-president of group business development for Carnival Cruise Lines. "The music of these highly talented artists combined with the huge array of facilities, dining and activities aboard the Carnival Inspiration will make for one extraordinary experience."

Cabins for the Malt Shop Memories cruise are on sale now. For more information, or to book online please visit www.MaltShopCruise.com.

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ABOUT TIME LIFE

Time Life and the Time Life logo are registered trademarks of Time Warner Inc. and affiliated companies, used under license by Direct Holdings Americas Inc., which is not affiliated with Time Warner Inc. or Time Inc. Headquartered in Fairfax VA, Direct Holdings Americas Inc.'s history began in 1961 as Time Life a direct marketing division of Time Incorporated specializing in books. The business has been operated as a separate company since the mid-1970s when it relocated to Virginia, and has since grown to become one of the world's largest direct marketers of audio and video products throughout North America, Europe and Australia. The Company has set the standard in the direct response industry by pioneering direct marketing techniques and building one of the most trusted and recognized brands in commerce. The Company now also sells its products through major traditional and non-traditional retailers around the world as well as via the Internet. The Company was sold in 2003 to private investors.

ABOUT SIXTHMAN, LLC.

Sixthman, LLC, headquartered in Atlanta, Georgia, focuses on creating, marketing and commercially developing musically -driven lifestyle events with an emphasis on themed cruises. Founded and formed in 2001 and led by industry leader Andy Levine, Sixthman has rapidly captured market share in the affinity travel industry. Sixthman focuses on harnessing the music, ideas and energy of communities to pioneer an experience of a lifetime. By partnering with fan oriented artists like John Mayer, Barenaked Ladies, Sister Hazel and Lyle Lovett and brands such as VH1, Graceland, AirTran Airways, Hertz and American Express, Sixthman is able to attract passionate music fans to new destinations. For more information, visit www.sixthman.net.

ABOUT CARNIVAL CRUISE LINES

Carnival is the largest and most popular cruise line in the world, with 22 "Fun Ships" operating voyages ranging from three to 16 days in length to The Bahamas, Caribbean, Mexican Riviera, Alaska, Hawaii, Panama Canal, Canada, New England, Europe and Bermuda. The line currently has two new ships scheduled for delivery between now and 2011. The first of those, the 130,000-ton Carnival Dream, is set to debut Sept. 21, 2009.