

Holland America Line's Signature of Excellence initiative provides unparalleled product and service enhancements to our award-winning fleet of five-star ships. Signature of Excellence builds on our renowned Tradition of Excellence by significantly raising the standard in premium cruising. These enhancements encompass virtually every area of our ships and range from new state-of-the-art facilities and public areas to new services and amenities. This initiative is scheduled to be complete by the end of 2006.

SHIPS	1 STATEROOM AMENITIES: All Staterooms	2 LUXURIOUS BEDS & BED LINENS: All Staterooms	3 SUITE ENHANCEMENTS	4 NEPTUNE LOUNGE	5 PINNACLE GRILL Fine Dining Experience	6 EXPLORATIONS CAFÉ Powered by The New York Times	7 THE GREENHOUSE SPA & SALON	8 CULINARY ARTS CENTER	9 EXPANDED YOUTH FACILITIES AND ACTIVITIES	10 HALF MOON CAY Activity Enhancements	ALL ENHANCEMENTS COMPLETE
ms RYNDAM	✓■	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
ms PRINSENDAM	✓■	✓	✓	✓	✓	*	✓	✓	*	✓	✓
ms ZAANDAM	✓■	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
ms ROTTERDAM	✓■	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
ms WESTERDAM	✓	✓	✓	✓	✓	**	✓	✓	✓	✓	✓
ms STATENDAM	✓■	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
ms AMSTERDAM	✓■	Fall 2005	✓	✓	✓	Fall 2005	Fall 2005	Fall 2005	Fall 2005	Fall 2005	Fall 2005
ms VOLENDAM	✓■	✓	✓	✓	✓	Fall 2005	Fall 2005	Fall 2005	Fall 2005	Fall 2005	Fall 2005
ms ZUIDERDAM	✓	Fall 2005	✓	✓	✓	**	✓	Fall 2005	Summer 2005	Fall 2005	Fall 2005
ms NOORDAM†	✓■	✓	✓	✓	✓	✓	✓	✓	✓	✓	Spring 2006
ms VEENDAM	✓■	✓	✓	✓	✓	Spring 2006	Spring 2006	Spring 2006	Spring 2006	Spring 2006	Spring 2006
ms MAASDAM	✓■	✓	✓	✓	✓	Spring 2006	Spring 2006	Spring 2006	Spring 2006	Spring 2006	Spring 2006
ms OOSTERDAM	✓	✓	✓	✓	✓	**	✓	Fall 2006	Summer 2005	Fall 2006	Fall 2006

✓ Check mark indicates completion.

■ Stateroom amenities on these ships include flat-panel televisions and DVD players. Implementation timing based on dates in the "All Enhancements Complete" column shown above.

\* The ms Prinsendam will retain the Library, Internet Center and Java Café, and will have no Youth Center.

\*\* The ms Westerdam, ms Zuiderdam and ms Oosterdam will retain the Library, Internet Center and the popular Windstar Café.

† The ms Noordam is scheduled to launch in February 2006.

All new activity enhancements complete.

## More of everything that makes a Holland America Line voyage unforgettable.

### 1 STATEROOM AMENITIES: All Staterooms

- Deluxe waffle and terry cloth bathrobes
- Large, extra-fluffy Egyptian cotton towels
- Massage shower heads
- 5x magnifying make-up mirrors with halo lighting
- Salon-quality hair dryers
- Complimentary fresh fruit basket
- Complimentary floral arrangement
- Polished stainless-steel ice bucket and serving tray
- Enhanced television programming
- Early embarkation program (board as early as 11:30 a.m.)
- Flat-panel televisions and DVD players (as noted above)

### 2 LUXURIOUS BEDS & BED LINENS: All Staterooms

- Plush Sealy® Euro-Top mattresses
- High-quality, 250-thread-count cotton bed linens

### 3 SUITE ENHANCEMENTS (Cat. PS & S)

- All features listed above, plus:
- Luxurious duvets and pillows
  - Fully stocked, no-host mini-bars
  - Special (dis)embarkation privileges

### 4 NEPTUNE LOUNGE

- Exclusive, private retreat for guests in Penthouse Suite and Deluxe Verandah Suite (Cat. PS & S)
- Personalized concierge service
- Beverages, breakfast pastries, afternoon snacks and evening hors d'oeuvres
- Television, newspapers and magazines

### 5 PINNACLE GRILL: Fine Dining Experience

- Intimate, reservations-only dining
- Fine dining featuring Sterling Silver beef and fresh seafood
- Luxurious appointments including Bvlgari® china, Riedel® stemware and Frette® linens
- Extensive wine list

### 6 EXPLORATIONS CAFÉ—powered by The New York Times

- Espresso and pastry bar featuring Torrefazione Italia fine Italian-roasted coffee
- Over 2,000 books, including a wealth of content provided by The New York Times
- Discovery Times Channel programming for viewing
- Music listening stations with comfortable lounge chairs that face the sea
- Internet stations, including free access to NYTimes.com
- Unique travel-related crossword puzzle tables by The New York Times
- New York Times photo collections, trivia books and commemorative newspapers
- Large jigsaw puzzle table
- Explorations Speaker Series on cruises of 10 days or more

### 7 THE GREENHOUSE SPA & SALON

- Additional treatment rooms—including couple's massage rooms—offering an impressive menu of luxurious treatments
- Dry float suite with massage option
- Thermal suites with hydro-therapy pool, steam and aromatic room, heated ceramic lounges and in-suite showers
- New relaxation area
- New manicure and pedicure area
- Lifestyle Fitness Center with yoga, Pilates, spinning and the latest exercise and weight-training equipment

### 8 CULINARY ARTS CENTER

- A state-of-the-art demonstration kitchen featuring premier tools and equipment from industry leaders such as Wolf® and Sub-Zero®
- Large plasma screens overhead to give guests in the audience and in their staterooms a close-up look at the free demonstrations
- Interactive cooking classes limited to 16 guests each (extra charge)
- Culinary Signature Cruises, which will bring acclaimed celebrity and regional chefs on board selected sailings to host themed lectures, wine and liquor tastings, seminars and related shore excursions
- Wine tasting and specialty wine shop

### 9 EXPANDED YOUTH FACILITIES: Club HAL® Youth Program

- A colorful, expanded playroom for kids 5 to 7 with art tables, big-screen TV and games (Club HAL minimum age lowered to age 3 on the Ryndam, Zaandam, Rotterdam, Statendam, Amsterdam, Westerdam, Zuiderdam and Oosterdam).
- Separate area for ages 8 to 12 featuring arcade games, foosball, karaoke, Internet access, Sony PlayStations and DDR (Dance Dance Revolution)
- Expanded board game offering through partnership with Cranium
- Family Game Time, Family Olympics and Family Karaoke
- Club HAL After Hours so parents can enjoy an evening alone

New Areas Designed Exclusively for Ages 13 to 17 on the Ryndam, Zaandam, Rotterdam, Statendam, Amsterdam, Westerdam, Zuiderdam and Oosterdam.

#### The Loft

- A lounge area designed to resemble a New York artist's loft
- Modern environment with music, music videos and comfortable chairs
- Internet access stations, video games and karaoke
- Big-screen TV
- Special, secluded passageway upstairs to The Oasis

#### The Oasis

- Sun deck for teens only with comfortable lounge chairs
- Nine-foot-high waterfall and cave for cooling off
- Snack machines filled with teen favorites
- State-of-the-art sound system and laser light show for dancing
- Other special activities including "Luau at The Oasis," "Teen Superstar" DDR (Dance Dance Revolution) contests, "Campin' under the Stars" and Wacky Olympics
- The ms Noordam will not include The Oasis

### 10 HALF MOON CAY: Activity Enhancements

- Horseback Riding by Land and Sea
- Stingray Adventure: swim and snorkel with stingrays in a secluded cove
- AquaTrax® Watercraft Adventure: guided personal watercraft tour
- Half Moon Lagoon Aqua Park: a multi-level play set featuring water slides