

Brand New Mississippi Sternwheeler from American Cruise Lines

Guilford, CT - American Cruise Lines has announced it is expanding to the Mississippi River system with a brand new sternwheeler, already under construction at Chesapeake Shipbuilding in Salisbury, MD. It plans to operate the new riverboat on routes similar to those formerly run by Delta Queen Steamboat Company, which will include the Mississippi, Ohio, Tennessee, and Cumberland Rivers.

Cruising the Mississippi River on a sternwheeler is a true all-American experience that American Cruise Lines is pleased to bring back. The new paddlewheeler will recreate the grandeur of past riverboats while possessing the latest safety, environmental and construction technologies. The ship will have the look of a traditional riverboat along with more amenities, a faster speed, and an unmatched level of comfort. Features include six unique lounges, a library, an elegant dining salon, elevator service to all decks, and the exceptionally large staterooms found on all American Cruise Lines ships. With only 140 passengers, each guest will receive personalized service in the intimate and friendly atmosphere for which American Cruise Lines has become known.

The first cruise is scheduled to depart August 11, 2012 from New Orleans, Louisiana on a 7-night journey up the Mississippi to Memphis, Tennessee. The ship will then begin a series of 7-night cruises travelling as far north as St. Paul, Minnesota while utilizing its remarkable speed to open up new itinerary possibilities. As on all true riverboats, a stage and bow ramp will give the ship access to the many interesting ports without docking facilities.

American Cruise Lines has experienced record bookings in 2010 and has seen an increasing demand from passengers to bring their style of cruising to the Mississippi and tributary rivers. The company decided to introduce a new riverboat so that it could offer its superior style of cruising to the Mississippi River.

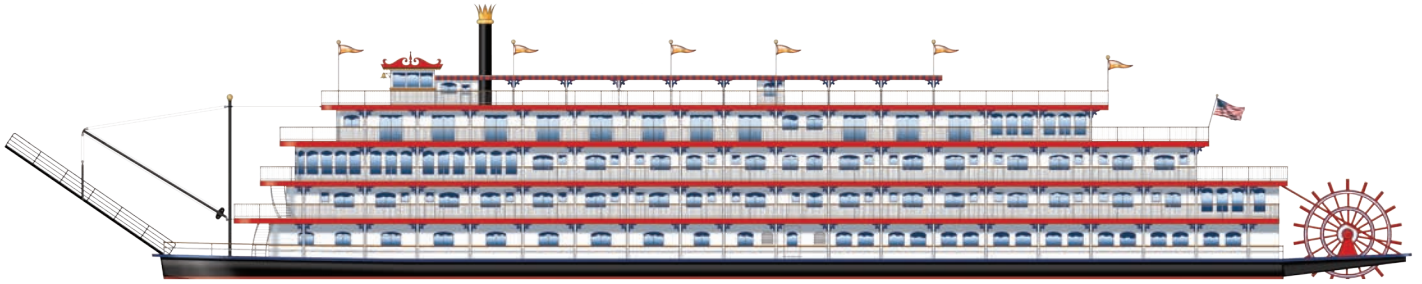
American Cruise Lines will soon usher in a new era of Mississippi riverboats that will set the standard for years to come. For details on the best Mississippi River experience aboard the finest riverboat in the world please call an American Cruise Lines cruise specialist at 800-814-6880.

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About American Cruise Lines

American Cruise Lines operates the newest fleet of small ships in the industry and offers unique itineraries along the inland waterways and rivers of the Pacific Northwest and East Coast of the United States. To learn more about American Cruise Lines, visit its website at www.americancruiselines.com or call (800) 814-6880.

MISSISSIPPI RIVER CRUISING



Journey to the heart and soul of America on American Cruise Lines' brand new Mississippi Riverboat. While the churn of the paddlewheel blends with the sounds of the river, you'll rediscover the America of the pioneers, the America of boundless optimism and unlimited

possibilities. The new paddlewheeler will embody the spirit of traditional Mississippi River cruising and the grandeur of the riverboats of the past while offering all the modern comforts and amenities American Cruise Lines passengers have come to expect.



New Paddlewheeler Features

- All of the latest technology in safety and comfort
- Oversized staterooms
- Private balconies
- Large opening picture windows
- 6 spacious lounges
- A well-stocked library
- Elegant dining salon
- Bow ramp
- Elevator service to all decks



2012 American Cruise Lines Mississippi River Cruise Schedule

Cruise #	Date	Nights	Cruise Start & End	Ports and Highlights
305	Aug 11	7	New Orleans - Memphis	Oak Alley, LA ▪ Baton Rouge, LA ▪ St. Francisville, LA Natchez, MS ▪ Vicksburg, MS ▪ Helena, AR
306	Aug 18	7	Memphis - Nashville	New Madrid, MO ▪ Columbus, KY ▪ Paducah, KY Dover, TN ▪ Clarksville, TN
307	Aug 25	7	Nashville - St. Louis	Clarksville, TN ▪ Dover, TN ▪ Paducah, KY Columbus, KY ▪ Cape Girardeau, MO
308	Sept 1	7	St. Louis - St. Paul	Alton, IL ▪ Hannibal, MO ▪ Burlington, IA ▪ Davenport, IA Dubuque, IA ▪ La Crosse, WI ▪ Winona, MN ▪ Red Wing, MN
309	Sept 8	7	St. Paul - St. Louis	Red Wing, MN ▪ Winona, MN ▪ LaCrosse, WI ▪ Dubuque, IA Davenport, IA ▪ Burlington, IA ▪ Hannibal, MO ▪ Alton, IL
310	Sept 15	7	St. Louis - St. Louis	Alton, IL ▪ Hannibal, MO ▪ Burlington, IA Davenport, IA ▪ Grafton, IL
311	Sept 22	7	St. Louis - Cincinnati	Cape Girardeau, MO ▪ Paducah, KY ▪ Cave In Rock, IL Henderson, KY ▪ Mt. Vernon, IN ▪ Louisville, KY ▪ Madison, IN
312	Sept 29	7	Cincinnati - Pittsburgh	Maysville, KY ▪ Portsmouth, OH ▪ Gallipolis, OH Point Pleasant, WV ▪ Marietta, OH ▪ Wheeling, WV
313	Oct 6	7	Pittsburgh - Cincinnati	Wheeling, WV ▪ Marietta, OH ▪ Point Pleasant, WV Gallipolis, OH ▪ Portsmouth, OH ▪ Maysville, KY
314	Oct 13	7	Cincinnati - St. Louis	Madison, IN ▪ Louisville, KY ▪ Mt. Vernon, IN ▪ Henderson, KY Cave In Rock, IL ▪ Paducah, KY ▪ Cape Girardeau, MO
315	Oct 20	7	St. Louis - St. Paul	Alton, IL ▪ Hannibal, MO ▪ Burlington, IA ▪ Davenport, IA Dubuque, IA ▪ La Crosse, WI ▪ Winona, MN ▪ Red Wing, MN
316	Oct 27	7	St. Paul - St. Louis	Red Wing, MN ▪ Winona, MN ▪ LaCrosse, WI ▪ Dubuque, IA Davenport, IA ▪ Burlington, IA ▪ Hannibal, MO ▪ Alton, IL
317	Nov 3	7	St. Louis - Memphis	Alton, IL ▪ Cape Girardeau, MO ▪ Paducah, KY Columbus, KY ▪ New Madrid, MO ▪ Tunica, MS
318	Nov 10	7	Memphis - New Orleans	Helena, AR ▪ Vicksburg, MS ▪ Natchez, MS St. Francisville, LA ▪ Baton Rouge, LA ▪ Oak Alley, LA
319	Nov 17	7	New Orleans - Memphis	Oak Alley, LA ▪ Baton Rouge, LA ▪ St. Francisville, LA Natchez, MS ▪ Vicksburg, MS ▪ Helena, AR
320	Nov 24	7	Memphis - New Orleans	Helena, AR ▪ Vicksburg, MS ▪ Natchez, MS St. Francisville, LA ▪ Baton Rouge, LA ▪ Oak Alley, LA
321	Dec 1	7	New Orleans - New Orleans	Natchez, MS ▪ Vicksburg, MS ▪ St. Francisville, LA Baton Rouge, LA ▪ Oak Alley, LA
322	Dec 8	7	New Orleans - New Orleans	Natchez, MS ▪ Vicksburg, MS ▪ St. Francisville, LA Baton Rouge, LA ▪ Oak Alley, LA
323	Dec 15	7	New Orleans - New Orleans	Natchez, MS ▪ Vicksburg, MS ▪ St. Francisville, LA Baton Rouge, LA ▪ Oak Alley, LA
324	Dec 22	7	New Orleans - New Orleans	Natchez, MS ▪ Vicksburg, MS ▪ St. Francisville, LA Baton Rouge, LA ▪ Oak Alley, LA
325	Dec 29	7	New Orleans - New Orleans	Natchez, MS ▪ Vicksburg, MS ▪ St. Francisville, LA Baton Rouge, LA ▪ Oak Alley, LA

Itineraries and dates subject to change



09/20/10