

Princess Passengers Are First Cruisers to Experience Nintendo's Hugely Popular Wii Fit(TM) Game System

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Innovative Fitness Program Debuts This Week Fleetwide, Makes Exercise Fun for the Whole Family

After the much-anticipated Wii Fit(TM) system debuted across the country last month, Princess unveils this fitness innovation at sea this week after shipboard staff completed special onboard trainings with Nintendo team members. Princess is the first cruise line to offer passengers the chance to get their hearts pumping with the headline-grabbing new release on Wii(TM).

All Princess ships, which have long featured Nintendo's popular Wii systems onboard, add the revolutionary Wii Fit balance games, challenging passengers of all ages to put their athletic skills to the test with active video game tournaments such as the ski jump, Hula Hoop(R) or heading soccer balls. Exciting family competitions will be held onboard -- including on the dramatic Movies Under the Stars poolside screens. Youth and teen centers will also offer younger cruisers the opportunity to participate in Wii Fit activities throughout their vacation.

"We're very excited to partner with Nintendo to bring the Wii Fit experience to our passengers," said Jan Swartz, Princess senior vice president. "Our onboard team has just finished training with the experts at Nintendo to ensure that we're able to offer passengers the best possible experience with this innovative fitness game."

Wii Fit gets everyone pumped up about making physical activities an enjoyable part of their daily routines. Wii Fit even tracks users' progress, which lets people see how they've improved while challenging them to better their scores and stay motivated to keep going.

The Wii Fit Balance Board(TM) is a precisely engineered platform that senses both weight and shifts in movement and balance. It connects wirelessly to the Wii console and serves as the centerpiece for more than 40 fun activities that challenge users in areas like yoga, aerobics, strength training and balance. Helpful virtual trainers in the game talk users through the different motions and makes suggestions for improvements.

The hugely popular Wii system has been instrumental in expanding the video game experience across generations and genders. "Kids" of all ages have enjoyed playing games such as Wii Sports(TM) Golf and Tennis using the unique Wii Remote(TM), which enables a player's movements to directly affect what happens on screen.

On ships equipped with Movies Under the Stars screen, the Wii tournaments are shown on the giant poolside screens, offering a unique, larger-than-life gaming experience. The distinctive 300-square-foot screens are featured on Caribbean Princess, Crown Princess, Emerald Princess, Grand Princess, Sea Princess and the upcoming Ruby Princess, offering a variety of movies and events daily, including family films and first run hits, as well as concert footage and other special programming.

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