
Cartoon Network-branded Cruise Ship to Set Sail in Late 2018

Thursday, January 25, 2018

- Turner and Singapore-based Oceanic Group announce Cartoon Network Wave - a fully-themed cruise ship - as part of a historic collaboration -

SINGAPORE - For the first time, some of the world's most famous cartoon characters will set sail on their very own cruise liner, **Cartoon Network Wave**. This fully-branded ship is the result of a partnership between Oceanic Group, Asia-Pacific's leading cruise management company and Turner, the global media giant behind Cartoon Network.

Set to make its maiden voyage from its home port of Singapore in late 2018, the 11 guest-deck, 2,000-guest Cartoon Network Wave will be one vast haven for toon-loving travellers. With the ocean as a backdrop, families will enjoy the world's first immersive Toon vacation at sea, and an adventure with their favourite Cartoon Network stars.

While there are many existing projects by Turner's location-based entertainment team including Cartoon Network-branded restaurants, theme parks, waterparks around the world - and even planes and trains - this is the first time anywhere that a cruise liner has undergone a full Cartoon Network transformation.

The theming and entire onboard experience of Cartoon Network Wave is inspired by Cartoon Network's universe of well-loved characters from iconic shows such as *Adventure Time*, *Ben 10*, *The Powerpuff Girls* and *We Bare Bears*. This includes a variety of diverse entertainment, activity and recreation features, as well as retail and food and beverage options.

Cartoon Network Wave will be docked at the Singapore Cruise Centre and will sail to 13 popular destinations in the Asia Pacific region including Singapore, Malaysia, Thailand, China, Taiwan, South Korea, Australia and Japan. Dates and itineraries for its routes around Asia Pacific will be announced in the coming months.

Bringing to life the world's first Cartoon-Network themed cruise

Oceanic Group formalised its partnership with Turner in a signing ceremony this morning in Singapore, marking the official launch of Cartoon Network Wave, the world's first Cartoon Network-themed cruise and Singapore's first homegrown contemporary cruise product.

Oceanic Group's Chief Executive Mr Daniel Chui said the partnership represents the company's commitment to capitalise on Asia's growing cruise travel market. "A homegrown cruise project, Cartoon Network Wave heralds the start of a new vacation experience for cruise-goers in Asia where cruise travel meets personalised journeys through experiential story-telling. With Singapore's position as a cruise hub in Asia, we believe it is only fitting that we dive right in and ride the surging tide of this passenger cruise wave."

"Cartoon Network Wave will revolutionise cruise travel in the Asia-Pacific region and create and curate new cruise experiences for holiday makers, cruise goers and generations of pop culture fans," added Mr Chui.

"Turner is always looking at new ways to bring our characters to life - and Cartoon Network Wave will be their home on the high seas. The ship has remarkable potential to offer our existing fans a truly

unique immersive experience, as well as create new ones. We couldn't be more excited by the partnership with Oceanic Group in jointly creating a world first," said Mr Ricky Ow, President of Turner Asia Pacific.

"The debut of Cartoon Network Wave as a new homegrown cruise product is testament to the vitality of Singapore as Southeast Asia's leading cruise hub. It will also augment Singapore's appeal as a top family destination by adding to the diversity of Singapore's line-up of offerings. We look forward to more family visitors coming from the region with Cartoon Network Wave's exciting deployment here," said Mr Yap Chin Siang, Assistant Chief Executive (Policy & Planning Group), Singapore Tourism Board.

Online bookings

Online bookings for Cartoon Network Wave will start later in the year. More details on the booking dates and itineraries will be released on the Cartoon Network Wave website (<http://www.cartoonnetworkwave.com>). Fans can also subscribe to Cartoon Network Wave's soon-to-be launched Facebook and Instagram for the latest updates.

-ends-

Images are located here: <http://bit.ly/2DBpYGC>

And watch a video here: <https://youtu.be/NBRTanXZTPU>

Embed the video using this code:

```
<iframe width="560" height="315" src="https://www.youtube.com/embed/NBRTanXZTPU"
frameborder="0" allow="autoplay; encrypted-media" allowfullscreen></iframe>
```

Note: All information shown is subject to change without prior notice.

About Oceanic Group

A leader in the Asia Pacific cruise and leisure industry, Oceanic Group was established in 2009 with a mission to provide vacationers with unrivalled cruise and leisure experiences. Backed by a wealth of management and consulting experiences for cruise projects as well as floating homes and residential communities across Asia Pacific, Oceanic Group prides itself on its trademark ingenuity to provide specialised and innovative products and services.

Oceanic Group recently expanded its portfolio to include lifestyle thematic cruise projects that appeal to all generations of travellers. Adults and children alike will find themselves immersed in an onboard experience where each and every detail of the cruise is inspired by their favourite cartoon characters. With much to see, do and enjoy onboard, passengers are promised a cruising experience of a lifetime. Oceanic Group is a member of the Singapore Compact and a signatory of the United Nations Global Compact.

About Turner Asia Pacific

Turner Asia Pacific creates and distributes award-winning brands throughout the region, running 63 channels in 14 languages in 42 countries. These include CNN International, CNNj, CNN, HLN, Cartoon Network, Adult Swim, Boomerang, POGO, Toonami, Warner TV, Oh!K, TNT, TCM Turner Classic Movies, truTV, MondoTV, TABI Channel, Tabi Tele, Mondo Mah-Jong TV, and HBO, HBO HD and WB in South Asia. Turner manages the business of Pay- and Free-TV-channels, as well as Internet-based services, and oversees commercial partnerships with various third-party media ventures; it teams with Warner Bros. and HBO to leverage Time Warner's global reach. Turner Broadcasting System Asia Pacific, Inc. ("Turner Asia Pacific") is a Time Warner company.

About Cartoon Network Asia Pacific

Turner's Cartoon Network, the number one kids' channel in Asia Pacific, offers the best in original

animated content including the multi-award-winning global hits Ben 10, The Powerpuff Girls, OK K.O.! Let's Be Heroes, Adventure Time and We Bare Bears.

Cartoon Network is available in 29 countries throughout Asia Pacific and is currently seen in more than 135 million pay-TV homes. Internationally, it is seen in 192 countries and over 400 million homes, and is an industry leader with a global offering of the best in award-winning animated entertainment for kids and families.

The brand is known for putting its fans at the centre of everything by applying creative thinking and innovation across multiple platforms. Cartoon Network also reaches millions more through its websites, games and apps, including Cartoon Network Watch and Play and Cartoon Network Anything. Cartoon Network, sister brand to Boomerang, POGO and Toonami, is created and distributed by Turner, a Time Warner Company.

For media enquiries, please contact:

James Moore

T: +852 3128 3720

M: +852 6323 7550

james.moore@turner.com