

Press release

New record for the Viking XPRS – Four million passengers since service began

Earlier this week the Viking XPRS, which went into service between Helsinki (Finland) and Tallinn (Estonia) on April 28, 2008, reached the fantastic figure of 4,000,000 passengers. No single vessel in the Viking Line fleet has ever reached this volume in such a short time.

During the three summer months of 2010, 567,000 passengers chose to travel on the high-speed vessel. In July, the M/S Viking XPRS set a one-month record of more than 200,000 passengers. On July 11, it achieved an all-time one-day record when 8,300 passengers took the Viking XPRS across the Gulf of Finland.

Systematic product development effort pays off

During this 2½ year period, Viking Line has made a systematic effort to improve the vessel and its product range, in response to passenger wishes. The company has focused on the needs of one-way passengers, conference guests and pleasure cruise passengers throughout this process. Some examples of new forms of service provided for groups:

Private Shopping: The vessel's Private Shopping host visits the conference areas and explains the product range in the on-board shop and the best current specials. Groups have the option of reserving the on-board shop for a private shopping period. This means that participants can shop there in a calm atmosphere and shipboard staff will be available to provide their expertise.

Party Beverage Advisory Service: Personal guidance in choosing suitable party beverages. The knowledgeable Viking XPRS staff can provide sound advice for festive arrangements both large and small. This service enables customers to more easily select the right wines, get the best advice on mixing a tasty punch and get expert recommendations on the right welcome drinks, for example. Beverages can be ordered using the Viking Line Pre Order service.

Viking Line is a public limited company and the market leading brand in passenger traffic on the northern Baltic Sea, with a mission to provide large-scale, affordable, safe passenger and cargo carrier services including first-class recreation, good food and shopping. Its shares have been listed on the Helsinki Stock Exchange since 1995. Viking Line serves Finland, Sweden and the Baltic countries with seven vessels. During fiscal 2007/2008 sales were about EUR 475 M. The number of passengers totaled nearly 6,2 million. The average number of employees was 2,994.

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Popular opera package tours

Cultural events in Estonia are attracting more and more people from Finland. Many passengers choose to stay overnight in Estonia while enjoying the country's theatrical and musical performances. Viking Line sells opera package tours, including hotel accommodations, for the following performances:

Thursday, October 21: The Love for Three Oranges (opera)

Saturday, October 23: Die Fledermaus (operetta)

Thursday, November 4: La Traviata (opera)

Friday, November 19: The Three Musketeers (ballet)

Wednesday, November 24: La Traviata (opera)

Saturday, December 4: The Love for Three Oranges (opera)

Tuesday, December 7: Die Fledermaus (operetta)

Saturday, December 18: Cinderella (opera)

Evita (musical) at the Nokia Konserdimaja/Nokia Concert Hall: Saturday, October 16; Saturday, November 6; Thursday, December 16, 2010.

More information can be found at:

The Viking XPRS: http://www.vikingline.fi/onboard/viking_xprs/

About Tallinn: <http://www.vikingline.fi/destinations/tallinn/>

Viking Line hotels in Estonia: <http://www.vikingline.fi/destinations/tallinn/hotels/>

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