



FOR IMMEDIATE RELEASE

Contact: Kiera Daly
215.568.2525
kdaly@devinepowers.com

SPIRIT OF PHILADELPHIA COMPLETES \$1.5 MILLION RENOVATION

PHILADELPHIA (April 12, 2011) - Spirit of Philadelphia, part of Entertainment Cruises, the largest harbor cruise company in the United States, today announced completion of a \$1.5 million renovation plan that will provide guests with a modern and refreshed experience on Spirit of Philadelphia. The ship renovation is the second phase in a two-phase improvement project, which began in winter 2009 with quality improvement initiatives aimed at enhancing Spirit of Philadelphia's service, entertainment, menu, and overall dining and cruising experience.

"Spirit of Philadelphia is proud to have been entertaining guests in Philadelphia for 25 years and counting," said Mary Rinaldo, Spirit of Philadelphia general manager. "The renovations and quality improvements combine to make Spirit of Philadelphia a contemporary river cruise boat that reflects the modern city of Philadelphia. I know our guests will be excited to see what's new at the Spirit of Philadelphia, and to experience for themselves the excellence in food, service and entertainment."

"Spirit of Philadelphia's renovation is an investment in Philadelphia's waterfront and our city's hospitality industry," said Tom Corcoran, President of the Delaware River Waterfront Corporation. "Spirit of Philadelphia is a leader in the industry with its long-standing record of providing excellent entertainment for visitors to Philadelphia's waterfront. This investment is further evidence of their long-term commitment."

The \$1.5 million physical renovation began in January 2011 and is completed in time for the spring/summer tourism season. A new lit atrium with modern artistic elements is a highlight of the renewal and greets guests as they first board Spirit of Philadelphia. Guests will also enjoy a state of the art, LED-lit, color changing interactive dance floor that is overlooked by an open mezzanine. These improvements, combined with new chairs, new carpeting, plasma TVs on all three decks, and a fresh modern design throughout makes Spirit of Philadelphia an exciting urban venue on the Delaware River.

Since 2009, Spirit of Philadelphia's quality score has increased 12 percent, to the top of the nationwide Entertainment Cruises fleet. Chef Eric Grudzinski, the former chef at the Union League, revitalized Spirit of Philadelphia's menu through his attention to detail and creation of a brunch menu for Spirit's Champagne Bruch Cruises. General Manager Mary Rinaldo, who previously had seven years of experience as food and beverage director with the company, has worked to increase the number of intimate tables for two and decrease the overall number of guests cruising to provide attentive service for each person on board.

A talented new singing staff of performers recruited from local theater groups, and managed by professional producer, Ross Milam, and new servers and managers from area colleges and universities add to the high-quality dining and entertainment experience. Servers undergo extensive training, while entertainers are hand-picked to ensure professional-quality talent.

"The combination of physical renovations to the boat, and quality improvements to the food, staff and entertainment, ensure that our guests will have the most enjoyable experience on the Delaware River," said Rinaldo. "We are proud to continue, and now elevate, our history of excellence in cruising in Philadelphia."

For more information, please visit www.spiritofphiladelphia.com.

About Spirit of Philadelphia

Spirit of Philadelphia – entertaining Philly for 25 years and counting – is a part of Entertainment Cruises, the largest harbor cruise company in the United States. Headquartered in Chicago, Entertainment Cruises now serves 1.5 million guests annually with a fleet of 23 ships in eight locations -- Baltimore; Boston; Chicago; New Jersey; New York; Norfolk, Va.; Philadelphia and Washington, D.C. From luxury dining cruises and skyline tours to speedboat excursions, Entertainment Cruises maintains an impressive portfolio of vessels and brands which includes Odyssey Cruises, Spirit Cruises, Mystic Blue Cruises, Bateaux New York, Seadog Cruises and Spirit Elite Charters. The brands are collectively defined by operational excellence, superior service, quality entertainment, exceptional views and an unwavering commitment to delivering high-value, high-enjoyment experiences. For more information or to inquire about reservations, visit www.spiritofphiladelphia.com.

###