



Press Release

For immediate release

Date: April 11, 2005,

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HORTON GLOBAL STRATEGIES NEGOTIATES ANNUAL CONTRACTS FOR CARNIVAL CORP AND CDC CARIBE: Provides clients significant savings and reduces time in the RFP process

Miami Shores, Florida – Horton Global Strategies, LLC, has recently completed negotiations for ocean service contracts on behalf of cruise industry leader Carnival Corporation, and NVOCC CDC Caribe. These contracts resulted in a streamlined process and significant cost savings for both clients.

“With over 20 years of experience in negotiating contracts on behalf of major ocean carriers, we are experts in service contracts and tariff language,” said Steven L. Horton, Principal, of Horton Global Strategies. “Horton Global Strategies provides customers with the best options, facilitates the negotiations and manages their on-going contract issues. We will save them time and money on their current contracts or our services are free.”

Horton Global Strategies performs contract feasibility studies, current contract analysis, facilitates enhancements to existing contracts, negotiates new service contracts, serves as the primary point of contact for carriers regarding all negotiations and can conduct quarterly reviews to ensure optimum price and service packages.

Horton continued, “Most importers and exporters are interested in the best service package at a competitive rate level. Today’s strategy can not just be about who can offer the lowest price, but which carrier has the equipment, service, space, and price to help them keep their commitments to their customers.”

Horton Global Strategies assists Carnival Corporation in managing the complex container bidding process and reducing costs.

“Carnival Corporation moves over 1300 containers in multiple global trade lanes. They had been working primarily with one ocean carrier and wanted to perform due diligence to ensure their price and service contracts were competitive,” said Horton.

“We enjoyed many benefits from working with Horton Global Strategies,” said John Meszaros, Vice President, Supply Chain Management, for Miami-based Carnival Corporation. “Because of their intimate knowledge of the global carrier market, they were able to reduce time in the RFP process, and were able to quickly build a comprehensive list of carriers to participate in the bidding process. Their communications skills were invaluable, and they removed us from having to field inquiries from all the carriers. During the final negotiations, Horton Global Strategies provided a high level of expertise in standard clauses and contract boilerplate language. This effort has provided significant savings to Carnival and allowed us more flexibility by aligning with multiple carriers.”

NVOCC CDC Caribe uses Horton Global Strategies to negotiate space and protect revenue.

“The carrier that CDC Caribe had been using had cut back on their services from Asia to Puerto Rico, so it was critical that we secured new contracts with comparable rates, but also with the space protection they needed,” said Horton.

“It was through Horton Global’s extensive contacts and familiarity with the market that we were able to secure the price and service package that we needed. In the end, it protected us from more than \$100,000 in lost revenues,” said Richard Pujol, Vice President of CDC Caribe.

Miami Shores, Florida, based Horton Global Strategies, LLC provides a variety of services for the transportation and logistics industry including: service contract

negotiation, market expansion studies, pricing process improvement, intermodal services, and tariff management software.

Carnival Corporation & plc is a global cruise company with a portfolio of 12 distinct brands comprised of the leading cruise operators in both North America, Europe and Australia. Carnival Cruise Lines, Holland America Line, Princess Cruises, Seabourn Cruise Line, Windstar Cruises, AIDA Cruises, Costa Cruises, Cunard Line, P&O Cruises, Ocean Village, Swan Hellenic, and P&O Cruises Australia are all included in this group. Carnival Corporation is headquartered in Miami, Florida.

CDC Caribe is a Non-Vessel Operating Common Carrier (NVOCC) based in San Juan, Puerto Rico offering service from Asia and Europe to Puerto Rico.

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