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Golden Gate Bay Cruise® Features Personal Headsets with Narration in 8 Languages

Exclusively from the Red & White Fleet

San Francisco – June 12, 2007 –The historic Red and White Fleet® of San Francisco provides a special welcome aboard to guests on the Golden Gate Bay Cruise®, with personal headsets that provide audio narration in eight languages. Offered *only* by the Red and White Fleet, the narration is available in English, French, German, Spanish, Portuguese, Korean, Japanese, and Mandarin.

Available at no charge, the custom-developed audio and personal headsets treat guests to a real-time narration of the spectacular sights they enjoy during the one-hour cruise. Departing from Pier 43 ½ at Fisherman’s Wharf, guests sail along the San Francisco waterfront, directly under the Golden Gate Bridge, past Angel Island and around Alcatraz.

The narration, packed with facts and stories, also brings to life the City’s fascinating history and culture. A sampling of highlights includes: the 52-month construction of the Golden Gate Bridge, which has a sway of up to 27 feet in high winds; how cable cars came to San Francisco; personal stories from Alcatraz inmates, who describe daily life on The Rock; and a primer on fog horn sounds on the Bay.

“With narration in eight languages, visitors from around the world enjoy the added value of learning about San Francisco while they experience breathtaking views,” commented Thomas C. Escher, President and third-generation owner of the Red and White Fleet.

The company also provides custom narration and audio headsets on its Ferry Building Line™ Cruise. This 90-minute cruise features narration on Natural History, Architecture and the Native American Experience. The Architecture narration is available in English, German, Japanese and Spanish. Guests have the convenience of switching from one audio theme to another at any time, or listening to each theme in its entirety.



Founded in 1892, the family-owned Red and White Fleet is legendary for its premiere San Francisco Cruises™. The company is committed to environmental sustainability, supporting the community – and offering a fun and spectacular San Francisco experience. For more information, call 415 673-2900 or visit www.redandwhite.com.

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CRUISE INFORMATION

The **Golden Gate Bay Cruise®** offers frequent daily departures year around, from Pier 43 ½ on Fisherman’s Wharf, at the foot of Taylor Street. Beverages and snacks available for purchase. Tickets: Adult (81-61) \$21; Senior (62+) \$18; Youth (12-17) \$18; and Child (5-11) \$14. The Red and White Fleet also offers the **California Sunset Cruise™**, a 2-hour sail with a buffet-style meal, from April to October, departing from Pier 43 ½. Tickets: Adult (18+) \$48; and Youth (5-17) \$33. The 90-minute **Ferry Building Line Cruise™** of Natural History, Architecture, and the Native American Experience features headset narration in English and Spanish, and sails year around from the Ferry Building, Gate E, downtown San Francisco. Beverages and snacks available for purchase. Tickets: Adult (18+) \$39; and Youth (5-17) \$26. For TICKETS and information: 415 673-2900, departure piers, or www.redandwhite.com. Children under age five ride free. Prices include all taxes, gratuities and fees. Major credit cards accepted. Easy access by public transportation. All vessels available for private charters. Group rates available for 15 or more guests.