



P&O HERITAGE COLLECTION MOVES INTO THE 21ST CENTURY

Dubai, UAE, London, UK, 14 December 2010: - The rich history of P&O has entered the 21st century with the launch today of the official P&O Heritage website, a dynamic resource holding images, archives and information from P&O's 173-year history, now made publicly accessible for the first time.

P&O is arguably the oldest and most famous name in shipping and P&O Heritage contains over 25,000 objects and records from its foundation in 1837.

Today the collection is maintained by Dubai-based global marine terminal operator DP World, which acquired the P&O Group in 2006.

DP World CEO Mohammed Sharaf said:

"We are extremely proud to be the preservers of the P&O Heritage Collection. P&O touched the lives of millions around the world, connecting people and opening trade between countries. We regard it as a privilege to be part of that story and are very pleased to be able to share the rich heritage of P&O through the website."

He added:

"In 2012, we will be celebrating the 175th anniversary of the founding of P&O, and the website will be a very important resource and focus for the celebrations we plan to mark this important year."

Curator of the P&O Heritage Collection Susie Cox said:

"We are delighted to be able to bring what is essentially a private collection to a wider audience, allowing those interested in P&O to explore the collection and research the history of P&O and its ships.

"An online database of nearly 2,500 ships includes fascinating and detailed factsheets giving in-depth records of each vessel's history. In addition, visitors can read brief histories of some of the shipping lines acquired by P&O throughout the years," she said.

While the site itself does not contain passenger lists, a number of detailed research guides are provided, giving links and further information for those searching for details of passengers or crew who once sailed aboard a P&O vessel.

The website also showcases P&O's extensive photographic collection, which has recently been catalogued and digitised for the first time. Visitors to the site can now browse through photographs, posters, paintings, drawings and postcards, and even order prints for delivery anywhere in the world.

Susie Cox added:

“We have launched the first 600 objects from our collection of over 25,000, so the website is very much at the start of its journey. We will be continually adding to our online collections.”

Visit the P&O Heritage website at www.poheritage.com.

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