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**"REMEMBER EVERYTHING": CELEBRITY CRUISES LAUNCHES NEW
NORTH AMERICAN CAMPAIGN BUILDING ON MODERN LUXURY**

MIAMI, FL – April 4, 2014 – [Celebrity Cruises](#) has today announced the launch of their new brand campaign '[Remember Everything](#)'. The new campaign, launching first in the US and Canada, is the next step in telling the modern luxury story and emphasizes what modern luxury feels like to guests.

Launching on Monday, April 7, 'Remember Everything' will debut on national television as part of the brand's partnership with Bravo Media and will be supplemented with trade and consumer print, digital, social, and direct mail, as well as experiential events.

The campaign was created by Celebrity's in-house creative leadership team, and as a foundation storytelling element, guests' vacation experiences are brought together to show how they 'Remember Everything'. The three commercials, told from a guest's perspective, also feature a new Celebrity sound.

The insights for the campaign were gained from the brand's ongoing dialogue with guests. Research showed the importance of emotional benefits when choosing a vacation, from feeling relaxed and restored, to escaping daily responsibilities, to doing as much or as little as they want, and knowing that everyone in their travel party will be happy.

"The new campaign is centered around our guests enjoying the totality of their Celebrity experience, not just a single moment - we want them to 'Remember Everything,'" said Lisa Kauffman, VP Marketing, Celebrity Cruises. "Our guests are our most powerful storytellers, and we wanted to weave their stories into a narrative that sums up our modern luxury vacation experience. It could be an incredible dining experience in Qsine, the warmth of their stateroom attendant making their room a private sanctuary, a fabulous day in Tuscany, or simply connecting with their families by the pool. It's all these types of moments added together that make Celebrity special and it is the reason why our guests continue to choose us."

Celebrity recently announced innovative new partnerships with leading brands as well as exciting new brand initiatives, including:

– More –

Canyon Ranch SpaClub® at Sea: Canyon Ranch and Celebrity will create the largest and most comprehensive SpaClub at Sea offering, and debut exclusive SpaClub services and treatments onboard 10 state-of-the-art Celebrity ships.

Top Chef at Sea: Thirteen former chef'testants of Bravo's Emmy® Award-winning series "*Top Chef*" will set sail on four exclusive [Celebrity Cruises](#) vacations beginning in July 2014 as part of the "Top Chef at Sea" experience. In addition to these cruises, Quickfire Challenges and "*Top Chef*"-inspired menu evenings will be available onboard all Celebrity Cruises ships, with the exception of [Celebrity Xpedition](#), for all sailings departing July 2014 – June 2015.

Suite Class: Celebrity's 2015-16 sailings will introduce the newly announced "Suite Class" experience, beginning April 2015, with new luxurious offerings including an exclusive restaurant, a VIP lounge, and complimentary 'all in' benefits such as premium beverages, dining at any specialty restaurant and unlimited internet access.

About Celebrity Cruises:

Celebrity Cruises' iconic "X" is the mark of modern luxury, with its cool, contemporary design and warm spaces; dining experiences where the design of the venues is as important as the cuisine; and the amazing service that only Celebrity can provide, all created to provide an unmatched experience for vacationers' precious time. Celebrity Cruises' 11 ships offer modern luxury vacations visiting all seven continents. Celebrity also presents immersive cruisetour experiences in Alaska and Canada. Celebrity is one of six cruise brands operated by global cruise vacation company Royal Caribbean Cruises Ltd. (NYSE, OSE: RCL). For more information, dial 1-800-437-3111, visit www.celebritycruises.com, or call your travel agent.

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