



MEDIA CONTACTS:

Katherine Hill 305.539.6127
katherinehill@rcl.com

Stephanie Holder 305.982.2959
sholder@rcl.com

A Modern Luxury Toast to 25 Years of Celebrity Cruises Vacations

Miami, FL – Jan. 8, 2015 – To celebrate a milestone anniversary, [Celebrity Cruises](#) has kicked off 2015 with a lineup of exclusive surprises to thank travel partners and guests who have supported 25 years of unforgettable [modern luxury vacations](#).

Recognizing the fundamental role of the travel community, the cruise vacation company has launched a special campaign for travel partners. Through Friday, January 30, Celebrity will share the excitement with 25 daily surprises in the form of VISA® gift cards. Travel partners also have the chance to win the campaign's grand prize - an inclusive VIP cruise vacation with Celebrity, complete with suite accommodations, roundtrip air arrangements, a Classic Beverage Package, gratuities and \$200 to indulge in amenities and offerings while at sea.*

Available through Sunday, January 11, Celebrity's vacationers can enjoy a token of thanks toward their next vacation with a limited-time \$25 deposit. This promotion can be combined with the benefits of the popular "[123go! All Inclusive](#)" campaign. Vacationers can indulge in all three benefits – complimentary beverage packages, gratuities and up to \$300 to spend onboard – when booking a Concierge Class stateroom or higher or choose one of these offers with a oceanview or veranda stateroom reservation.* Guests can also celebrate onboard Celebrity's 11 stunning ships by raising a glass of the new one-of-a-kind "25th Anniversary Martini."

"The culmination of 25 years has seen Celebrity elevate every aspect of the modern luxury experience, from industry-first vacation packages and unique partnerships with *Top Chef* and leading spa and wellness brand Canyon Ranch, to award-winning onboard offerings and amenities," said Lisa Lutoff-Perlo, President and CEO, Celebrity Cruises. "To have then been pleased to announce the order of two new iconic ships with Project EDGE, as we reached our 25th year, was the perfect way to celebrate Celebrity's success. We look forward to the next 25 years and beyond, and thank all who have made it possible – our guests, our travel partners and our dedicated and hardworking employees on land and at sea."

Celebrity will reveal more ways to celebrate its special 25th anniversary throughout 2015.

– MORE –

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 and present 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.

*For more information about the travel partner campaign, visit thecelebritycommitment.com. Full details about Celebrity's \$25 deposit and 123go! offers are available at celebritycruises.com/123go-all-inclusive.

###