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**Celebrity Cruises to Collaborate with Accenture to Bring Modern Luxury Brand Promise to Its Digital Customer Experience**

**NEW YORK and MIAMI – Jan. 5, 2016** – Seeking new and innovative ways to engage digitally with consumers, premium vacation brand [Celebrity Cruises](#) has selected Accenture (NYSE: ACN) to provide digital agency and web technology services. As Celebrity's digital agency of record, Accenture will craft a digital customer experience designed to differentiate Celebrity Cruises as a global luxury cruise brand.

Celebrity selected Accenture for its expertise in digital strategy, service and experience design, and interactive technology services including personalization, digital marketing, content management system implementation, integration and mobile applications.

"Celebrity Cruises is known for delivering highly intuitive service in a modern luxury environment on our ships, and we want all of our digital properties to do the same," said Lisa Lutloff-Perlo, President and CEO of Celebrity Cruises. "We are highly focused on how we tell our brand story, and we are excited to have selected Accenture for its ability to bring that story to life through deep, market-leading capability across design and innovation, digital marketing, content and web platforms."

As the digital agency of record for Celebrity Cruises, Accenture brings digital experience that spans across multiple industries with specific knowledge in the travel industry.

"Accenture is excited to have been selected to help Celebrity Cruises completely redesign the digital customer journey by finding new and innovative ways to engage with its target audience in order to reinforce its modern luxury brand positioning, drive business performance and increase market share," said Glen Hartman, senior managing director for Accenture Interactive, North America. "We look forward to helping Celebrity increase consumer satisfaction and retention through an integrated, user-friendly and seamless experience."

For more information on Accenture Travel, please visit: [www.accenture.com/travel](http://www.accenture.com/travel).

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**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' 10 ships offer modern luxury vacations visiting all seven continents. Celebrity also presents immersive cruise tour 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](tel:1-800-437-3111), visit [www.celebritycruises.com](http://www.celebritycruises.com), or call your travel agent.

**About Accenture**

Accenture is a leading global professional services company, providing a broad range of services and solutions in strategy, consulting, digital, technology and operations. Combining unmatched experience and specialized skills across more than 40 industries and all business functions—underpinned by the world's largest delivery network—Accenture works at the intersection of business and technology to help clients improve their performance and create sustainable value for their stakeholders. With approximately 373,000 people serving clients in more than 120 countries, Accenture drives innovation to improve the way the world works and lives. Visit us at [www.accenture.com](http://www.accenture.com).

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