



Media Contacts:

Katherine Hill

305.539.6127

katherinehill@rccl.com

Stephanie Holder

305.982.2959

sholder@rccl.com

**Powerful New TV Spots Continue Celebrity Cruises' Compelling
'Modern Luxury Lives Here' Narrative**

Spots highlight unexpected moments that make a Celebrity cruise unique

MIAMI – Feb. 3, 2016 – Last month, [Celebrity Cruises](http://CelebrityCruises.com) put out a call to like-minded travelers by introducing "Marco Polo," the first ad in the cruise line's bold, new brand campaign, "Modern Luxury Lives Here." Now, Celebrity is building on that platform by unveiling three new TV spots that depict what happens when travelers answer that call: unique, authentic, unexpected experiences.

"Each new spot upholds Celebrity's playfully sophisticated personality while revealing special vacation experiences delivered only the way Celebrity can deliver them," said Lisa Lutoff-Perlo, President and CEO, Celebrity Cruises. "They use surprise, humor, and wonder to captivate viewers, and the underlying message is that modern luxury truly does live here at Celebrity, through award-winning culinary experiences, more veranda staterooms than any other type of rooms and amazing destinations."

Leveraging the iconic "X" in the Celebrity logo, the new spots cleverly illustrate some of the ways Celebrity delivers its inimitable modern luxury style:

- As a global cruise brand, Celebrity's culinary inspiration is often rooted in the destinations the ships visit, among the seven continents of the world; in "[Fishmonger](#)," Celebrity's chef buys locally sourced salmon for dinner onboard that night and surprises a fishmonger by asking for 2,000 pounds of it.
- "[Nightlight](#)" is a heartfelt spot that features a child calling to her mother because she wants a nightlight – which she receives in the form of the Northern Lights, when her mother opens their veranda curtains.
- "[Blue Whale](#)" depicts one of the most stunning experiences someone can have on a Celebrity cruise: watching a blue whale swimming freely in the ocean, from the comfort of a private veranda stateroom. Most of Celebrity's staterooms – 75 percent – have verandas. The spot also includes one of the personal butlers who are available only to guests enjoying Celebrity's Suite Class.

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"Part one of the campaign is a call to modern luxury travelers," said Paul Venables, Founder & Chairman of Venables Bell & Partners, Celebrity's creative agency of record. "Part two is demonstrating some of the wonderful moments that make cruising with Celebrity a true modern luxury experience."

Watch the full suite of Celebrity's "Modern Luxury Lives Here" spots:

"Fishmonger"



"Blue Whale"



"Nightlight"



"Marco Polo"



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 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.