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**Celebrity Cruises Names New Chief Marketing Officer**

**MIAMI – April 5, 2016** – Celebrity Cruises has named Peter Giorgi Chief Marketing Officer. Giorgi will oversee the bold new “Modern Luxury Lives Here” brand campaign, as well as all aspects of the cruise line’s global marketing platforms, brand strategy and development, digital marketing, social media, research, loyalty, direct marketing and advertising. Giorgi will join Celebrity on April 15, 2016, and will report to Lisa Lutoff-Perlo, President and CEO of Celebrity Cruises.

“This is an exciting time for Celebrity,” said Lutoff-Perlo. “We are excited for Peter to join our team. We are looking forward to him bringing his many years of creativity, brand strategy, disruptive and bold marketing, and success with other well-known consumer brands. His experience and approach is perfectly aligned with the direction we are setting for Celebrity. We anticipate he will do wonderful things for our brand and set us apart in the way that Celebrity deserves. “With so many thrilling initiatives and the introduction of the Edge Class on the immediate horizon, we feel that Peter’s impressive experience and style of creativity, combined with his ability to develop ideas based on an original, novel, or unconventional approaches, will be exactly what we need to attract more affluent travelers to sail with us.”

Giorgi most recently served as Head of Global Advertising for Airbnb, where he led the development and execution of creative marketing platforms that contributed to the growth of one of the world’s most disruptive and newsworthy brands. His work at Airbnb included launching community-driven social campaigns, global film and digital campaigns, anthemic cultural campaigns and award-winning digital content.

Giorgi also spent eight years at Crispin Porter + Bogusky, one of the world’s most awarded advertising agencies, most recently as VP Account Director. While at the agency, he worked on brands including Volkswagen, Jose Cuervo and **vitaminwater**.

Giorgi received a Bachelor of Science from the University of Toronto, and in 2015 was recognized as one of the “40 under 40” by Brand Innovators.

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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 cruisetour experiences in Alaska and Canada. Celebrity is one of six cruise brands operated by global cruise vacation company Royal Caribbean Cruises Ltd. (NYSE RCL). For more information, dial 1-800-437-3111, visit [www.celebritycruises.com](http://www.celebritycruises.com), or call your travel agent.

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