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**Coming to a City Near You: Celebrity Cruises Announces One-of-a-Kind 'Leading Edge'SM
Mobile Cinema Tour'**

*The modern luxury brand kicks off unique experiential tour revealing newest ship class
on 12-week trek across North America*

MIAMI – March 24, 2017 – Another industry first: Celebrity Cruises brings new experience to lovers of cinema and travel across North America with a unique mobile cinema tour. The modern luxury cruise line is taking the story of *Celebrity Edge*SM on a cross-country journey; the 'Leading Edge Mobile Cinema' will make 48 stops over 12 weeks, beginning March 29 through June 20, and travel more than 10,000 miles while sharing the story of the ship designed to leave the future behind with more than 20,000 people.

Attendees will be welcomed on a red carpet as they enter Celebrity's state-of-the-art, custom-built 91-seat high-definition mobile cinema for a 15-minute cinematic experience, including a 3-D animatic reveal of Celebrity's newest class of ships in nearly a decade - Edge Class. Inside, guests will enjoy beverages and gourmet truffle popcorn, and have the opportunity to win one of more than 50 modern luxury giveaways with Celebrity.

"The feedback on *Celebrity Edge* has been incredible and the 'Leading Edge Mobile Cinema Tour,' allows us to show even more people across the country how transformative the ship is," said Dondra Ritzenthaler, Senior Vice President, Sales, Trade Support and Service, Celebrity Cruises. "By partnering with festivals and special events nationwide, we'll be able to show the world what we mean when we say *Celebrity Edge* is designed to leave the future behind."

Celebrity's mobile tour will launch on March 29 at the Sonoma International Film Festival. Screening inside the mobile cinema will be the world premiere of "This Side of the Dirt" by Tito's Vodka founder Tito Beveridge as well as the US premiere of "Goddesses of Food" by director V erane Fr ediani, a documentary following innovative, inspired women in the world of food – including star chefs, sommeliers, mixologists, and activists – working to change the world through gastronomy.

Sample tour stops include: California Jazz & Wine Festival, California Wine Festival, 50th Houston International Film Festival, SPAC Rock & Run, CitiCenter DC, Arlington Heights Promenade of Art, and the Toronto Wine & Spirits Festival on Sugar Beach. At select tour stops, Celebrity's own Marine Research Naturalist Brent Nixon will provide an "Oceans Alive" experience featuring high definition 4K under water filming encounters with sharks, turtles, stingrays, and majestic humpback whales, allowing guests to feel the "pulse" of the living oceans Celebrity sails around the world.

To view a complete listing of cinema tour stops, visit www.celebritycruises.com/edge/mobile-tours/.

Celebrity Edge will homeport in Fort Lauderdale, FL., making her first sailing December 16, 2018. Bookings are now open at www.celebritycruises.com/edge, or through a travel agent, for the ship's two seven-night Caribbean itineraries. *Celebrity Edge* will be joined by three sister ships in 2020, 2021 and 2022.

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' 12 ships offer modern luxury vacations visiting all seven continents. Celebrity also presents incredible cruise tour experiences in Alaska and Canada. Celebrity is one of five 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, or call your travel agent.

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