



**NBCUNIVERSAL AND CELEBRITY CRUISES DOCK FOR A BRAND-NEW PARTNERSHIP WITH BRAVO'S
"WATCH WHAT HAPPENS LIVE WITH ANDY COHEN"**

*Bravo's Iconic Show Sets Sail for a Special Episode on Celebrity Cruises, 'Celebrity Beyond' with
Special Guests from the Network's Hit Franchise, "Below Deck"*

Partnership Includes Activations Across Platforms from Linear to Digital and More

NEW YORK, NEW YORK – October 26, 2022 – Today, NBCUniversal announced a brand-new partnership with Celebrity Cruises, kicking off with a taping of Bravo's "Watch What Happens Live With Andy Cohen" on Celebrity Beyond, Celebrity Cruises' third ship in its revolutionary Edge® Series. In a first-of-its-kind taping for the show, Andy Cohen and all five captains from Bravo's successful "Below Deck" franchise including – Captain Lee Rosbach, Captain Sandy Yawn, Captain Glenn Shepard, Captain Jason Chambers, and Captain Kerry Titheradge - will board for an evening full of cocktails, games, and celebrating. The episode will air on **Tuesday, November 1**, immediately following the series premiere of "Below Deck Adventure," on Bravo and will be available to stream, next day on Peacock.

As part of this partnership, Celebrity Cruises will receive unique and impactful promotional elements like custom Content Promos produced by our Creative Partnerships @ NBCU team, an NBCU Picture-in-Picture commercial innovation while treating fans of "Watch What Happens Live With Andy Cohen" to even more exciting content via a Twitter After Show and more.

In addition, Celebrity's own Captain, Kate McCue - America's first female Cruise Ship Captain will participate in a nautical inspired game with fellow Captains of "Below Deck" during the broadcast. Plus, during the Twitter After Show, "Watch What Happens Live With Andy Cohen's" namesake bar will be tended to by Captain Kate herself.

"It's such an exciting opportunity to partner with Celebrity Cruises and shoot a very special episode of the show on its new 'Celebrity Beyond' ship," said Andy Cohen, Host and Executive Producer, Watch What Happens Live with Andy Cohen. "I mean, I cannot think of a more iconic way to celebrate and bring to life the spirit of our very own, Bravo's Below Deck – than by channeling my inner Captain at sea!"

"The partnership opportunity with NBCUniversal and Bravo was meant to be from the start. We both wanted to do something that hadn't been done on a cruise ship before, so using our newest ship, *Celebrity Beyond*, as the backdrop, filming *Watch What Happens Live With Andy Cohen* on our ship was the perfect opportunity," said Celebrity Cruises' Chief Marketing Officer Michael Scheiner. "Leveraging the fanfare of the show along with our own content to use in advertising across NBCUniversal really gives us a great opportunity to market our brand."

"At NBCUniversal, we are constantly looking around every corner to find new, unexpected ways to share genuine stories with our audiences in collaboration with powerful, world leading brands," said Jamie Cutburth, SVP, One Platform Creative & Development, Advertising & Partnerships, NBCUniversal. "And when we partner together over that same shared goal, we achieve the ultimate authentic result. With Celebrity Cruises, NBCU and Watch What Happens Live With Andy Cohen – we're delivering our fans a new, entertaining experience like never before."

This unique collaboration between NBCUniversal and Celebrity Cruises further reinforces the media company's [Partnership Commitment](#) in action. This fall, NBCU highlighted how it has been bringing together the company's industry-leading trifecta of content, technology, and partnership across One



Platform with world leading brands in [a blog post](#) including this special activation—all to keep building the next era of premium video viewing.

For more information on Bravo's "Watch What Happens Live With Andy Cohen", please visit: <https://www.bravotv.com/watch-what-happens-live>

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About Bravo:

Bravo is the premier lifestyle and entertainment brand that drives cultural conversation around its high-quality, interactive original content across all platforms. The network features a diverse slate of original programming, including Emmy Award-winning "Top Chef" and "Project Runway," fan-favorites "Vanderpump Rules," "Below Deck," "Southern Charm," and the highly popular "Million Dollar Listing" and "The Real Housewives" franchises. Bravo also boasts the only live late-night talk show on television with the critically acclaimed "Watch What Happens Live with Andy Cohen," which has become a nightly destination for A-list celebrities. Bravo is part of the NBCUniversal Television and Streaming portfolio, which includes NBCU's broadcast, cable and streaming platforms: NBC, Bravo, E!, Oxygen, SYFY, Universal Kids, USA Network and Peacock. For more information, visit BravoTV.com.

About Celebrity Cruises:

Celebrity Cruises' iconic "X" is the mark of a fleet of 15 award-winning ships redefining luxury cruise travel with cool, contemporary design and accommodation; dining, spa and entertainment experiences for modern tastes; and culturally rich and diverse destination experiences, all complemented by warm, personalized service. Celebrity has pioneered many industry firsts at sea, including: the first use of solar panels on a cruise ship; the first to eliminate use of plastic water bottles; the first American female Captain of a cruise ship; the first-ever all-female bridge and officer team sailing; the first West African woman to work on the bridge of a cruise ship; and one of the first legal same-sex weddings performed at sea. Driven by wanderlust and a passion for opening the world, Celebrity journeys to all seven continents, visiting nearly 300 destinations in more than 70 countries. Celebrity is one of five cruise brands owned by global cruise company Royal Caribbean Group. (NYSE: RCL)

About NBCUniversal:

NBCUniversal is one of the world's leading media and entertainment companies in the development, production, and marketing of entertainment, news, and information to a global audience. NBCUniversal owns and operates a valuable portfolio of news and entertainment television networks, a premier motion picture company, significant television production operations, a leading television stations group, world-renowned theme parks, and a premium ad-supported streaming service. NBCUniversal is a subsidiary of Comcast Corporation.