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**CELEBRITY CRUISES HIGHLIGHTS CARIBBEAN LINE-UP
WITH NEW TOUR CONDUCTOR CREDIT OPPORTUNITY FOR TRAVEL AGENTS**

MIAMI – May 26, 2010 – Celebrity Cruises, the cruise brand known for designing unforgettable cruise vacations for discerning cruisers, is also committed to creating rewarding programs to encourage its travel agent partners' success. With an extensive variety of Caribbean cruises available for those seeking a relaxing getaway in Celebrity's stylish onboard surroundings, Celebrity is highlighting the region through numerous incentives. The latest of these is a FIT (full individual tariff) tour conductor credit program aimed at rewarding travel agent partners who book multiple staterooms on any single Caribbean sailing, including holiday sailings. The program will run from June 1 through October 31, 2010. During this same time period, Celebrity's "mystery shopper" program will reward travel agents who first mention Celebrity when asked about Caribbean cruises. Also through October, Celebrity will offer ongoing consumer promotions aimed at helping travel agents close sales. This June, Celebrity's consumer offer will connect discerning cruisers with extraordinary values, including free Solstice-class upgrades on select sailings.

"The FIT tour conductor credit offer helps travel agents earn additional revenue through the simplicity of managing individual reservations rather than complex groups," said Dondra Ritzenthaler, Senior Vice President of Sales, Celebrity Cruises. "This program directly rewards our travel agent partners for matching guests with unforgettable Caribbean vacations on our award-winning ships."

Between June 1 and October 31 of this year, travel agents who book 16 full-fare-paying guests occupying eight staterooms on any single 4- to 14-night Celebrity Caribbean sailing – including holiday cruises – sailing between August 1, 2010 and April 30, 2011, will earn one tour conductor credit. Only new, individual bookings are eligible.

Celebrity's Mystery Shopper promotion encourages travel partners with clients interested in a Caribbean cruise to suggest Celebrity Cruises first. Those who do so during calls from "mystery" clients will instantly win a \$100 gift card. The promotion, which kicked off earlier this year, met with such tremendous response from travel partners that Celebrity has extended it through the end of October. To date, 141 travel agent partners have won \$100 gift cards through the program.

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With eight stunning ships sailing exciting itineraries ranging from 4 to 14 nights in length, the Caribbean continues to be one of Celebrity's most vibrant destinations. Discerning cruisers who book select Caribbean itineraries of 7 to 14 nights in length before June 30 have the opportunity to take advantage of extraordinary values, including Concierge Class upgrades from \$49 per person per sailing and AquaClass upgrades on Solstice-class ships from \$199 per person per sailing, and free upgrades to veranda staterooms on Solstice-class ships.

Celebrity's ever-popular Concierge Class accommodations offer upgraded amenities such as complimentary welcome champagne, express luggage delivery, daily fresh fruit and fresh flowers, nightly hors d'oeuvres, a pillow menu, plush Frette bathrobes, 100% Egyptian cotton oversized bath towels. AquaClass staterooms, which debuted with the launch of *Celebrity Solstice*, include unique amenities such as priority seating in specialty restaurant Blu, Hansgrohe shower panels, aromatherapy selections, a pillow menu, daily deliveries of flavor-infused teas and bottled water, and unlimited use of the AquaSpa's Persian Garden and Relaxation Room. The "Celebrity's Caribbean, Designed for you" booking promotion also features inside staterooms starting from \$599 per person, third- and fourth-berth rates from \$349 per person.

Additional details on these offers are available at www.cruisingpower.com.

These offers are available to travel agents and consumers in North America. Prices are in US dollars, based on double occupancy, on select sailings and subject to availability. Government taxes and fees are additional. Third- and fourth-guest pricing is based on triple or quad occupancy and is primarily available for veranda staterooms on Solstice-class ships.

Celebrity Cruises is designed for discerning cruisers, with modern, sophisticated environments, impeccable service, enriching and inspiring onboard programs, and world-class cuisine. The ultimate in premium cruising, Celebrity sails in Alaska, Bermuda, California, Canada/New England, the Caribbean, Europe, Hawaii, the Pacific Coast, Panama Canal, South America, and year-round in the Galapagos Islands. Celebrity also offers immersive cruisetour experiences in Alaska, Canada, Europe and South America. Celebrity's mega-series of honors include being named the top mega-ship line in *Condé Nast Traveler's* annual Readers' Choice Awards (November 2009). Celebrity's fleet currently consists of 10 ships. Its \$3.7-billion investment in building five stylish Solstice Class ships between 2008-2012 represents the largest newbuild commitment for a single brand in industry history. For more information, call your travel agent, dial 1-800-437-3111 or visit www.celebritycruises.com.

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