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CELEBRITY CRUISES GETS PERSONAL WITH ENHANCED CONCIERGE SERVICE
Program designed to offer even more personalized service

MIAMI – June 30, 2010 – Celebrity Cruises has introduced a new “Personal Concierge” program aimed at further enhancing the brand’s “Designed for you” reputation, by emphasizing the extraordinary customized onboard service that has long set Celebrity Cruises apart from its competitors. By individually communicating with guests to learn their personal preferences, tastes and needs, Celebrity’s new Personal Concierges deliver individualized attention – much like that of a personal assistant – for any guests who wish to heighten special occasions and create new ones.

“Our guests cruise for many reasons, whether they’re seeking an unforgettable vacation or celebrating life’s most precious milestones,” said Lisa Luttoff-Perlo, Senior Vice President, Hotel Operations. “We have designed the new Personal Concierge position in order to help guests make their vacation with us a truly personalized experience, in a way that minimizes their effort but maximizes their enjoyment.”

The Personal Concierge on each ship is an expert in matching Celebrity’s onboard offerings to guests’ individual desires for a particular event or experience. Guests don’t have to be celebrating any special occasion to enjoy the Personal Concierge service. Personal Concierges also help guests to arrange private shore excursions, book spa and specialty dining experiences and more, for no other reason than to make the most of their vacation. Personal Concierges also handle the fine details of arranging onboard celebrations of personal milestones such as birthdays, weddings, anniversaries, retirement and graduation. The consultative services of the Personal Concierge are free of charge; guests only have to pay for the services and events arranged.

“Recently, a guest sailing on *Celebrity Summit* asked the Personal Concierge to assist in planning a special evening during which he intended to propose to his girlfriend,” Luttoff-Perlo said. “The Personal Concierge spent time discussing the guest’s ideal evening, and then created an unforgettable romantic experience. The Personal Concierge arranged for a table in the ship’s specialty restaurant’s exclusive wine cellar for dinner that evening, ordered a dozen red roses to be delivered to the table, reserved a table in the ship’s nightclub and arranged for a bottle of chilled champagne to be ready for the guests upon their arrival there after dinner, and, while they were enjoying the evening, sent Celebrity’s “Classic Romance” package of strewn rose petals, champagne, and chocolate-covered strawberries to their stateroom in order to continue the romantic theme throughout the evening. Throughout the evening, the Personal Concierge

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ensured that everything went smoothly, and the next day, the guest – whose proposal was accepted – expressed his sincere thanks.”

This example illustrates the range of experiences designed for discerning cruisers who vacation on Celebrity Cruises’ award-winning ships, which are known for outstanding cuisine and engaging, life-enhancing activities set against a backdrop of stunning spaces and compelling destinations.

Celebrity’s Personal Concierges also can assist guests with the fulfillment of pre-cruise purchases of onboard experiences made through the line’s online store, www.celebritycruises.com/shopcelebrity.

Celebrity’s Personal Concierge program will be fleetwide by September 1 of this year (with the exception of *Celebrity Xpedition*, the 92-guest megayacht sailing year-round in the Galapagos Islands).

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, Europe, the Pacific Coast, Panama Canal, South America, and year-round in the Caribbean and 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 nine 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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