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**CELEBRITY CRUISES "MASSAGES" CONVENIENCE AND PAMPERING  
INTO NEW PRE-CRUISE SPA, SALON AND PERSONAL FITNESS  
APPOINTMENT BOOKING TOOL**

***Latest pre-cruise offering represents another convenient way for cruisers to plan  
experience in advance and have more time to relax onboard***

**MIAMI - August 18, 2010** – Celebrity Cruises is adding spa, salon and personal fitness appointments to its ever-growing line-up of onboard experiences available for pre-cruise booking. In today's fast-paced world, vacationers are looking to make the most of their time away from daily pressures, and Celebrity aims for this latest offering to present cruise guests with yet another way to make the most of their time onboard.

"One of the most valued elements of a Celebrity Cruises vacation is the outstanding service that we offer to our guests," said Lisa Lutoff-Perlo, Senior Vice President, Hotel Operations. "Even the process of planning for specific experiences such as spa and salon appointments reflects our commitment to service and our 'Designed for you' brand platform. Our guests tell us that the more they can arrange in advance, the less they have to think about once they step aboard our award-winning ships. We've designed our more than 100 AquaSpa, salon and fitness offerings to help our guests enjoy relaxation and renewal, from men's barber services to hot stone massages, from the Tri-Enzyme Resurfacing Facial to Brazilian Blowout Keratin treatments for hair, and more."

Celebrity's pre-cruise spa, salon and personal fitness appointment booking option joins a series of experiences available for guests to book online in advance of their cruise, including beverage packages, shore excursions, specialty dining reservations, and complimentary "Celebrity Select Dining" main dining room preferences.

With the new pre-cruise spa, salon and personal fitness booking option, Celebrity aims to give its guests the peace of mind associated with knowing that their spa, salon, and personal fitness appointment times are secured. The option to pre-book these appointments online can help guests avoid disappointment after boarding by discovering that desired times are already taken by other guests. Among those who tend to seek specific appointment times are guests who regularly undergo acupuncture or treatments of elective injectables such as Botox, Restylane, Perlane and Dysport. With Celebrity's newest offering, guests can book these and other appointments in advance of their cruise, no longer having to worry about finding available times after they board the ship.

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## **CELEBRITY CRUISES "MASSAGES" CONVENIENCE, PAMPERING WITH NEW PRE-CRUISE SPA APPOINTMENT BOOKING OPTION**

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By mid-November, guests will be able to book spa, salon and personal fitness appointments prior to their cruise on six of the nine Celebrity ships that will offer this option. The first ship to offer this option is *Celebrity Solstice*, the flagship of the premium cruise line's stylish new Solstice Class ships. Guests sailing on *Celebrity Solstice* can currently book and pay for spa, salon and personal fitness appointments up to four days prior to their sailing date. Guests booked on voyages departing on August 21 or later on Celebrity's newest Solstice Class ship, *Celebrity Eclipse*, can also book these appointments. On August 26, guests sailing on *Celebrity Equinox's* voyages of September 9 or later can book these appointments. The rollout will continue through 2011, when Celebrity Cruises will launch its fourth Solstice Class vessel, *Celebrity Silhouette*. A complete list of dates is available at [www.celebritycruises.com/AquaSpa](http://www.celebritycruises.com/AquaSpa).

Guests can access the ordering system via Celebrity Cruises' website, [www.celebritycruises.com](http://www.celebritycruises.com), in the "Before Your Cruise" section. Celebrity's electronic pre-cruise documents provide links that facilitate the pre-cruise booking of all of Celebrity's pre-cruise booking offerings, including beverage packages, shore excursions, specialty dining reservations, and complimentary "Celebrity Select Dining" main dining room preferences. Guests also can book spa, salon and fitness services once onboard. Guests seeking to amplify special occasions such as birthdays or anniversaries by lining up experiences such as a day of pampering leading up to a romantic dinner in a specialty restaurant, also can consult with Celebrity's onboard personal concierges to book spa, salon and fitness services.

The pre-cruise spa, salon and fitness appointment booking option is available to all guests 18 years of age and older, worldwide. Modifications and cancellations can be made online anytime up to four days prior to sailing or onboard at least 24 hours prior to the appointment. Certain terms and conditions apply.

Guests sailing on *Celebrity Xpedition*, the 92-guest mega-yacht sailing year-round in the Galapagos Islands, can book massage treatments after boarding the ship. Pre-cruise booking of this service is not available.

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, 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 10 ships. Its \$3.7-billion investment in building five stylish Solstice Class ships between 2008-2012 represents the largest five-year investment in premium cruising. For more information, call your travel agent, dial 1-800-437-3111 or visit [www.celebritycruises.com](http://www.celebritycruises.com).

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