



**MEDIA CONTACTS:**

Elizabeth Jakeway (305) 539-6127  
[ejakeway@celebritycruises.com](mailto:ejakeway@celebritycruises.com)

Tavia Robb (305) 539-6721  
[trobb@celebritycruises.com](mailto:trobb@celebritycruises.com)

**CELEBRITY CRUISES HELPS DRIVE BUSINESS TO TRAVEL PARTNERS  
WITH NEW AD CAMPAIGN**

***Multiple new print ads and billboards encourage consumers to ask a travel agent***

**MIAMI – September 1, 2010** – Celebrity Cruises is constantly seeking new ways to support its travel partners, and the latest outgrowth of that commitment is bound to raise questions, by design. The line has launched a new campaign designed to drive consumers to travel agents through ads featuring the headline: “Go ahead. Ask a travel agent.”

“Since our brand was founded 20 years ago, we’ve publicly acknowledged that travel agents are invaluable to the Celebrity brand,” said Celebrity’s Senior VP of Sales Dondra Ritzenthaler. “We could never achieve the levels of success we continue to achieve without them, and we’re putting our money where our mouth is, making a significant investment in a robust ad campaign devoted to them. By creatively encouraging consumers to ask an agent specific questions, we’ll help consumers learn more about our brand, and help drive business for agents.”

Among the questions, each of which reflect premium attributes unique to Celebrity Cruises:

- “Ask who provides the best premium Caribbean cruise vacation,” supported by Celebrity’s host of accolades, including “Best Mega-Ship Line” in the most recent annual *Condé Nast Traveler* readers’ poll, and 15 consecutive years in the top 10 in *Travel + Leisure* magazine’s annual poll ranking the best cruise lines in the world.
- “Ask about the largest staff of sommeliers in the Caribbean – or in the world, as a matter of fact.”
- “Ask about a place where your stateroom attendant calls you by name. And your waiter, too.”
- “Ask about activities that push the envelope and redesign traditional onboard programming by partnering with well-known experts such as Apple, Smithsonian Journeys, Bacardi, Rosetta Stone and Riedel Crystal.”
- “Ask where you can be pampered from head-to-toe in one of the most celebrated spas at sea”: Celebrity’s AquaSpa® by Elemis®.
- “Ask where your stateroom is full of so many thoughtful details, even the stationery has your name on it.”
- “Ask about a place at sea where world-renowned architects designed stunning spaces that create uncontrollable smiles of approval.”
- “Ask where you can feel like a million dollars, while being spoiled with a 24-karat gold facial, among other rejuvenating indulgences.”

***More . . .***

## **CELEBRITY CRUISES LAUNCHES CAMPAIGN DRIVING BUSINESS FOR AGENTS... 2/2**

Celebrity's new campaign is running in select national magazines, major daily newspapers and on billboards.

Celebrity Cruises is designed for discerning cruisers, with modern, sophisticated environments, impeccable service, enriching and inspiring onboard programs, and award-winning cuisine. The ultimate in premium cruising, Celebrity sails in Alaska, Australia/New Zealand, California, Canada/New England, Europe, Hawaii, 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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