



MEDIA CONTACTS:

Elizabeth Jakeway (305) 539-6127
ejakeway@celebritycruises.com

Tavia Robb (305) 539-6721
trobb@celebritycruises.com

CELEBRITY CRUISES ENHANCES ONLINE PORTAL FOR ITS MOST LOYAL GUESTS

MIAMI – November 30, 2010 – Following the well-received introduction of a series of member-driven enhancements to its "Captain's Club" [loyalty program](#) last year, Celebrity Cruises has upgraded the program's online portal. New, interactive features make it easier for Captain's Club members to view and manage important details related to their membership account, including their sailing history and upcoming reservations.

"Our Captain's Club members are our most loyal guests, and they are at the center of our attention not just while they're onboard, but before they cruise and after they return home," said Lisa Kauffman, Vice President, Marketing. "We have revamped their online experience in the members-only section of celebritycruises.com, in order to make it easier and more enjoyable for them to use."

The new features include a membership summary, which provides Captain's Club members with easy access to view their membership number, tier and credits earned. Additionally, the site now displays each member's sailing history and upcoming reservations. Members also can take advantage of a new feature throughout the site that offers them the ability to look up their Captain's Club member number, and special limited-time offers and promotions for Captain's Club members are now visible in a single place. [The Captain's Club](#) e-newsletter page also has been enhanced to showcase not only the current newsletter, but also the three previous editions, giving members an opportunity to browse hot topics on demand.

In 2009, Celebrity refreshed its three-tiered Captain's Club program by adding new benefits such as the Captain's Club Celebration, a one-of-a-kind social and entertainment event available to all members; richer Internet and laundry benefits for Select and Elite tier members; and a new onboard lounge exclusively for Elite members. The brand even introduced an official theme for the club, which doubles as its ongoing commitment to members: "The center of our attention."

The new functionality that allows members to view their sailing history is currently available only to members who reside in the United States. Celebrity Cruises plans to make those features available to members in other markets, in the future.

[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](#), 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, Australia/New Zealand, 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.

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