



MEDIA CONTACTS:

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

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

**CELEBRITY CRUISES BROADENS ONBOARD "PACKAGING" LINE-UP
NOW INCLUDES SPECIALTY RESTAURANTS**

MIAMI – July 6, 2011 – Celebrity Cruises wants its guests to spend more of their time enjoying their vacation on its luxurious ships, and less time arranging the details of what they are going to do onboard. Following the success of its award-winning beverage package program, Celebrity has added new flavor to its packaging strategy by introducing a new specialty dining package program aimed at offering vacationers a simple way to explore fresh tastes while at sea.

"Our guests tell us that packages offer not only convenience, but also added value," said Scott Steenrod, Associate Vice President, Food and Beverage Operations. "We realize our guests' vacation time is precious, and we want nothing more than to make it easy for them to enjoy their vacation. Our specialty dining packages are one more way that we make their planning effortless."

"Individual Dining Packages," which are offered at a single, per-person price for either three or five specialty restaurant visits, are a simple way for vacationers to bring a variety of high-end culinary experiences into their trip.

Three Wine and Dine packages, designed for parties of two, are also available. The Savor Package includes three dining reservations per couple and three bottles of wine. The Gourmand package includes five dining reservations per couple and three bottles of wine. The Bacchus Package offers five dining reservations per couple and five bottles of wine. Because the line-up of specialty restaurants varies by ship, the specific offerings within the packages also vary by ship. Wine selections included in the packages were pre-selected by the Celebrity team of wine experts to offer wines from a vast array of international varietals and styles, to complement Celebrity's award-winning cuisine.

The dining packages are the result of guest feedback which includes a strong desire for the value and convenience provided by packages, and is the latest in what Celebrity will make a series of packaged experiences, with the first having been its beverage packages.

With a strong focus on recognizing that vacationers' time is precious, Celebrity aims to help them pre-plan many elements of their cruise and introduced beverage packages to the cruise industry in 2010. The premium cruise line recently won the VIBE Vista Adult Alcohol-Free Program Award in the chain hotel casino and cruise line category for its innovative non-alcoholic beverage package offerings.

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The beverage packages can be purchased before a cruise, helping vacationers to enjoy every moment of their time onboard by pre-paying one set price to enjoy a wide variety of beverage choices, including cocktails, premium coffees, wine by the glass, endless refills of sodas, and unlimited bottled water.

Celebrity's new specialty dining packages offer a discount of more than 25 percent, and are available for purchase onboard. Package pricing varies by ship. Complete details, including the specifics of which restaurants are in each package on specific ships, are available [on Celebrity's website](#).

Celebrity Cruises' iconic "X" is the mark of the world's top-rated premium cruise line, with spacious, stylish interiors; dining experiences elevated to an art form; personalized service, with a guest-to-staff ratio of nearly 2:1; unexpected, trendsetting onboard activities, all designed to provide an unmatched experience for vacationers' precious time. Celebrity sails to 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. One of the fastest-growing major cruise lines, Celebrity's fleet currently consists of nine ships, with two additional Solstice Class ships scheduled to join the fleet: *Celebrity Silhouette* in July 2011, and *Celebrity Reflection* in Fall 2012. For more information, dial 1-800-437-3111, visit www.celebritycruises.com or call your travel agent.

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