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**CELEBRITY CRUISES' CELEBRITY REFLECTION TO DEBUT NEW
MULTI-FUNCTIONAL CONFERENCE CENTER AND BALLROOM**

Inviting space for large and small functions complete with delectable catering

MIAMI – April 27, 2012 – Whether planning a wedding reception, private cocktail party, or business meeting for a corporate incentive trip or conference, Celebrity Cruises' *Celebrity Reflection* will offer an inviting new series of options for hosting and entertaining large and small groups alike in modern luxury style.

When *Celebrity Reflection* – the fifth in Celebrity's award-winning Solstice Class fleet – sets sail in October of this year, the ship will feature an entirely new, multi-functional space that can serve as a spacious ballroom or conference area, or be divided into smaller banquet or classroom settings, depending on each individual group's needs.

The expanded 2,853-square-foot space on deck four can comfortably accommodate 220 guests in the ballroom or conference layout, 96 guests in the banquet layout, or 64 guests each in the classroom layouts. Each space can be configured as needed courtesy of movable walls, allowing for two to three concurrent events when the entire ballroom or conference center is not in use. When configured as a ballroom or within the banquet layout, tables will be festively arranged to allow for an optional dance floor and live music. When configured as a conference center or a classroom layout, tables can be removed and seating will be organized according to each group's needs. The entire area will be equipped with four 70-inch LCD TVs, installed such that each individual classroom space is equipped with one of them.

"Our corporate clients expressed interest in a uniquely flexible space, and that's exactly what this delivers," said Celebrity's Senior VP Sales Dondra Ritzenthaler. "And, in addition to this, of course, we have several hip lounges and spacious theaters and Celebrity's award-winning restaurants, all of which make our ships the perfect modern luxury platforms for hosting groups of all sizes."

Celebrity's James Beard-featured culinary team offers a wide selection of traditional catering options, including artisanal cheese carving stations, fresh fruit, vegetable crudités, continental breakfast, and non-alcoholic or alcoholic beverage packages, or more unique offerings, such as Celebrity's elegant Champagne High Tea or fresh, made-from-scratch canapés and delectable petit fours.

Groups also can select from among three of Celebrity's expertly designed, pre-set appetizer, entrée, soup/salad and dessert menus, each of which can be complemented by fine wines from Celebrity's list of more than 500 globally-focused selections. Fresh-baked and custom-decorated special occasion cakes, as well as a full array of kosher, no-sugar-added, gluten-free, lactose-free, sucrose-free, macrobiotic, and vegetarian options also are among the catering selections.

Celebrity's artful culinary presentation is among the catering options, too, including ornate, handcrafted ice sculptures and vegetable sculptures. Interactive cooking demonstrations and tastings hosted by Celebrity's Executive Chefs also can be arranged.

A fee applies for most group catering menu selections, with orders requested within a specific number of days prior to embarkation.

"Corporations who book group cruises with Celebrity can save an average of 30 percent over comparable land-based packages, because exceptional meals, world-class entertainment, and the use of our meeting space and a/v equipment already is included," said Celebrity's Director of Corporate Incentive and Charter Sales Ron Gulaskey. "Meeting planners spend the majority of their time leading up to events at hotels and resorts focused on meal planning and organizing entertainment, but with Celebrity, incredible dining experiences and fantastic entertainment are all part of the package, representing an incredible value. There's a reason Celebrity has been honored by *Incentive* magazine as a Platinum Partner every year since 2007. We're the obvious choice for corporate incentive trips, meetings and full-ship charters."

Corporate incentive groups and others interested in learning more are invited to call 1-800-722-5934.

Celebrity Reflection's new Conference Center is one of several modern venues and experiences that will debut when the ship enters service in October, including the line's first "AquaClass Suites," inspired by guest interest in suite accommodations offering the in-demand amenities associated with Celebrity's AquaClass staterooms. *Celebrity Reflection* also will present the brand's first "Signature Suites," and the jaw-dropping "Reflection Suite."

Located in a private area of the ship's 14th deck, *Celebrity Reflection's* five Signature Suites each offer a 441-square-foot stateroom area and 118-square foot veranda, with floor-to-ceiling windows and veranda doors. Celebrity's Signature Suites each can accommodate up to four guests, and will offer the luxurious 24/7 butler service that is a hallmark of every suite across the Celebrity fleet. The entire area – including the stunning new Reflection Suite – features cardkey access exclusively for guests booked in the elite group of suites, such that a family or group of up to 26 guests traveling together can enjoy a private, six-suite modern luxury vacation experience.

Nestled in the highly desirable corner location near Celebrity's new Signature Suites, the Reflection Suite will be the brand's first two-bedroom suite, complete with a truly distinctive sea-view bathroom extending out over the edge of the ship, a veranda tub with soothing rain shower, and panoramic views courtesy of the wraparound veranda. The 1,636-square-foot suite with 194-square-foot veranda – complete with Celebrity's luxurious 24/7 butler service – can accommodate up to six guests.

An entirely new, breakthrough bedding experience also awaits guests booked in Celebrity's Reflection Suite, Signature Suites, Royal Suites and Penthouse Suite, via Celebrity's partnership with Reverie®, a leading innovator in luxury bedding, to deliver the Reverie® Dream Sleep System™. The patented sleep system features a premium Reverie mattress that allows guests, with the assistance of their butler, to customize the softness of their bed.

Additionally, Reverie's exclusive technology enables the iPod Touch (third and fourth generation), iPhone 4S, iPhone 4, iPhone 3GS, iPhone 3G, iPad 2, iPad and Reverie Remote app to act as a remote control for the Reverie Sleep System, allowing guests to easily operate massage features and adjust the elevation of the mattress. Pressing "zero gravity" on the remote will take guests to a position in which the feet and head are raised slightly to improve circulation and relieve lower back pressure, creating the ultimate sensation of "weightlessness," similar to the sensation felt in a zero-gravity chamber.

Reverie also has integrated remote control technology into the Sleep System so guests can turn appliances around the room that are connected to the power outlet off or on with the touch of the screen on the iPod Touch, iPhone, or iPad. Guests can enjoy this innovative technology through an iPad provided in each of the new suites.

Celebrity Reflection also will present the host of industry-first venues and experiences introduced on *Celebrity Silhouette* in 2011, including the interactive "Lawn Club Grill," where guests can select and grill their own meats side-by-side with Celebrity's expert chefs, or have them cooked to order; the relaxing, private, wi-fi-equipped cabanas called "The Alcoves"; "The Porch," a breezy, casual dining spot offering sandwiches, coffees and captivating views of the sea and the ship's lush lawn; "The Art Studio," where vacationers can bring out their inner artist. The ship also will present another entirely new venue, "The Hideaway," an intimate, quiet space reminiscent of a childhood tree house, not to mention the diverse array of other modern venues and attributes already associated with Celebrity's Solstice Class ships.

About Celebrity Cruises:

Celebrity Cruises' iconic "X" is the mark of modern luxury, with its cool, contemporary design and warm spaces; dining experiences where the design of the venues is as important as the cuisine; and the amazing service that only Celebrity can provide, all created to provide an unmatched experience for vacationers' precious time. In addition to offering vacations visiting all continents, Celebrity also presents immersive cruisetour experiences in Alaska, Australia/New Zealand, Canada, Europe and South America. Celebrity's fleet of 10 ships represents the newest in the premium cruise category, with an additional Solstice Class ship, *Celebrity Reflection*, scheduled to join the fleet this fall. Celebrity Cruises is part of global vacation company Royal Caribbean Cruises Ltd. (NYSE, OSE: RCL). For more information, dial 1-800-437-3111, visit www.celebritycruises.com, or call your travel agent. Follow the brand socially at www.facebook.com/celebritycruises.

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