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CELEBRITY CRUISES' NEW *CELEBRITY REFLECTION*
'CLEARLY' PRESENTS INDUSTRY'S MOST UNIQUE SHOWER
Modern luxury brand's fifth stylish Solstice Class ship features all-glass shower

MIAMI – July 27, 2012 – After revealing in April that the "Reflection Suite" on Celebrity Cruises' *Celebrity Reflection* will feature an all-glass shower extending out over the edge of the ship, the modern luxury brand has received so much interest that it has released renderings of the intriguing space.

The 1,636-square-foot Reflection Suite with 194-square-foot veranda will be Celebrity's first two-bedroom suite, complete with its distinctive sea-view bathroom with soothing rain shower, and the host of amenities associated with Celebrity's luxury suites, including the brand's round-the-clock European butler service.

Celebrity's Senior VP of Hotel Operations Lisa Lutoff-Perlo was completely "transparent" about how the brand will preserve the privacy of guests using the unique glass shower: "We made a big investment in ensuring our guests can enjoy the shower entirely free of any concerns of being seen," said Lutoff-Perlo. "They can enjoy breathtaking sea views while discreetly showering, courtesy of the shower's special reflective glass. But, if they seek even further privacy, the shower also features 'smart glass.' At the flick of a switch, guests can activate an electrochromatic technology which instantly transforms the glass from transparent to translucent. We even went so far as to install a special sensor, so if guests prefer, the glass can be automatically transformed for them. It's yet another example of the modern luxury experience that only Celebrity delivers."

Nestled in the highly desirable corner location of the ship's 14th deck, and designed by New York-based BG Studio International Inc., the Reflection Suite is adjacent to the brand's five new "Signature Suites," each offering a 441-square-foot stateroom area and 118-square foot veranda, with floor-to-ceiling windows and veranda doors, all designed to maximize the stunning views of the sea. Celebrity's Signature Suites each can accommodate up to four guests, and also will offer the luxurious 24/7 butler service that is a hallmark of every suite across the Celebrity fleet.

The entire area housing the Reflection Suite and Signature Suites can be accessed only by cardkey, exclusively among guests booked in the elite group of suites, such that a family or other group of up to 26 guests can enjoy a private, six-suite modern luxury vacation experience.

More . . .

CELEBRITY REFLECTION PRESENTS INTRIGUING ALL-GLASS SHOWER... 2/2

Driven by high demand for Celebrity's industry-first AquaClass category of spa-inspired accommodations, and by way of an additional deck being added to *Celebrity Reflection*, as previously announced, Celebrity also will introduce on *Celebrity Reflection* the line's first AquaClass Suites. Each will offer 300 square feet of luxurious interior space and spacious 79-square-foot verandas, paired with all the amenities associated with Celebrity's AquaClass accommodations, including exclusive and complimentary access to the highly-rated specialty restaurant, "Blu," noted for its inviting, modern design and flavorful, healthy cuisine. The new suites also will offer the luxurious 24/7 butler service that is a hallmark of every suite across the Celebrity fleet.

In addition to the 34 new AquaClass Suites, *Celebrity Reflection* also will present an additional eight luxurious new Sky Suites, 19 additional plush ConciergeClass staterooms, and 11 additional inside staterooms, bringing the stateroom/suite total to 1,515.

Celebrity Reflection will enter service October 12, 2012, on a nine-night European cruise from Amsterdam to Barcelona.

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. One of the fastest-growing major cruise lines, Celebrity is one of five cruise brands operated by global cruise vacation company Royal Caribbean Cruises Ltd. (NYSE, OSE: RCL). Celebrity's fleet currently consists of 10 ships, with an additional Solstice Class ship, *Celebrity Reflection*, scheduled to join the fleet in October 2012. 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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