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CELEBRITY CRUISES "CHARTS" UNIQUE LICENSING DEAL WITH BILLBOARD
Launch includes sweeps with opportunity to win "Rock the Red Carpet" tickets;
Onboard experience includes game show, music trivia series and theme party

MIAMI – January 10, 2013 –When considering what are the hottest new songs or who are the most popular performers, Billboard is the source that comes to music lovers' minds. So, when seeking a partner for a series of new musical offerings onboard, that's exactly who Celebrity Cruises approached, and guests across the fleet are now "rocking" the benefits.

Celebrity today announced that they have joined forces with Billboard to launch a series of innovative, modern luxury musical programs onboard. Based on Billboard's exclusive charts that track today's hottest songs and artists, a trivia series, new musically focused game shows and themed parties will offer guests fun and exciting entertainment experiences across the fleet, with a chance to win Billboard prizes.

On every Celebrity ship (with the exception of *Celebrity Xpedition*), guests can enjoy:

- Billboard: The Music Game Show - A "TV-style" interactive game show that tests guests' knowledge through multiple rounds of music challenges, with the studio audience able to join in the action through an audience response system.
- Billboard: The Music Trivia Series - Teams participate in trivia contests comprised of questions based on various genres, such as Music Legends, Music in the Media, Decades, Country, British Invasion: Now and Then, '70s and '80s.
- Billboard Music Card Prize Giveaway - Guests participating in the trivia series and game shows have the chance to win Billboard music cards, which can be used to redeem music from the billboardmusicpromotions.com website, featuring millions of downloadable songs.
- Totally '80s Theme Party - Currently offered exclusively on *Celebrity Reflection*, the cast, activities staff and DJ transport guests back to the '80s in this fully produced and choreographed party, featuring Billboard Hits of the decade and encouraging dancing all night long.

In addition, two lucky Celebrity guests have the chance to win a set of tickets to the 2013 Billboard Music Awards Show in Las Vegas, May 19, through the "Rock the Red Carpet" sweepstakes running from January 7 through April 7, 2013. Each winner will be invited to bring a guest, and will have red carpet access, pre- and post-party access, premium seats at the show, and roundtrip air from a major gateway to Las Vegas for each winner and guest. To enter, click www.celebritycruisesrocktheredcarpetsweeps.com.

More . . .

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 offer, all created to provide an unmatched experience for vacationers' precious time. In addition to cruise vacations visiting all continents, Celebrity also presents immersive cruisetour experiences in Alaska, Australia/New Zealand, Canada, Europe and South America. With a fleet of 11 ships, Celebrity is one of the fastest-growing major cruise lines, and one of five brands operated by global cruise 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.

About Billboard:

Billboard is the world's most influential music media brand reaching key executives and tastemakers in and around the music business through Billboard magazine, Billboard.biz, Billboard conferences, Billboard Bulletin, and other targeted newsletters; and millions of music fans through Billboard.com consumer events and awards shows, the mobile chart app, and social media extensions. The Billboard brand is built on its over 200 exclusive charts - the measure of success of in music - that are constantly updated to reflect the changing music landscape. Billboard charts and content are consumed and referenced by millions of people in more than 100 countries through a content syndication deal with global news network, The Associated Press, and strategic relationships with other major companies around the world. In addition to North America, Billboard operates businesses in Brazil, Greece, Japan, Korea and Russia.

Billboard is owned by Prometheus Global Media, a diversified company with leading assets in the media and entertainment arenas, including: Music (Billboard and its related conferences, events, and awards shows such as The Billboard Music Awards on ABC, and The Billboard Latin Music Awards on Telemundo), Entertainment (The Hollywood Reporter, Backstage, ShowEast, Cineasia, and CineEurope); and Advertising & Marketing (Adweek, Adweek Conferences and The CLIO Awards).

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