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CELEBRITY CRUISES PUMPS UP FITNESS PROGRAM

WITH ZUMBA FITNESS PARTIES®

***Modern luxury line partners with world's largest dance-fitness program
to offer wide variety of entertaining specialty classes***

MIAMI – January 24, 2013 – Modern luxury brand [Celebrity Cruises](http://CelebrityCruises.com) has announced another illustration of how consumers can keep their New Year's resolution to stay fit while vacationing. The brand has expanded its already robust portfolio of fitness options by partnering with global lifestyle brand Zumba® [Fitness](http://Zumba.com) to offer Celebrity guests a variety of its popular classes.

In addition to the original classes, Celebrity will offer guests a range of complimentary specialty classes that vary by ship, including Aqua Zumba®, the ultimate "pool party" workout; Zumbatomic®, Zumba routines for kids, and Zumba Gold®, for active, older adults. Every cruise features a licensed Zumba instructor who leads the various classes.

Celebrity also is adding a Zumba fitness party to the brand's theme party lineup once per sailing. Led by Celebrity's licensed Zumba instructor, the party is held in the ship's nightclub, where guests learn the basic steps of Zumba, ultimately creating one of the most high-energy parties on the cruise. In the true essence of Zumba, the parties are all about moving, enjoying the music and having fun.

Known as "exercise in disguise," Zumba classes blend upbeat world rhythms with easy-to-follow choreography to provide effective, total-body workouts. Class-goers can burn up to 1,000 calories in a one-hour class. Founded in 2001, the company is now the largest branded fitness program in the world, with more than 14 million fans in more than 140,000 locations across more than 150 countries.

Zumba is the latest addition to Celebrity Cruises' "Celebrity Life" activities program, considered the broadest and best collection of fun, entertaining and memorable activities in premium cruising.

More . . .

CELEBRITY PUMPS UP FITNESS PROGRAM WITH ZUMBA FITNESS PARTIES® 2/2

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 providing an unmatched vacation experience. 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 lines, with a fleet of 11 ships, Celebrity is one of five cruise 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 Zumba Fitness, LLC

Zumba Fitness is a global lifestyle brand that fuses fitness, entertainment and culture into an exhilarating dance-party workout. Coined "fitness-parties," Zumba classes blend upbeat world rhythms with easy-to-follow choreography, which provide effective, total-body workouts. Founded in 2001, the company is now the largest branded fitness program in the world -- reporting more than 14 million weekly class participants, in over 140,000 locations, across more than 150 countries. In addition to its original Zumba® program, the company also offers a range of specialty classes, including Zumba Gold® (for active older adults), Zumba® Toning (body-sculpting class that uses maraca-like Toning Sticks), Aqua Zumba® (the ultimate "pool party" workout), Zumbatomic® (Zumba routines for kids), Zumba Sentao™ (chair-based Zumba class that strengthens, balances and stabilizes the core) and Zumba® in the Circuit (a 30-minute workout that combines signature Zumba® moves with circuit training at timed intervals). The Zumba® fitness lifestyle is rounded out by the company's many consumer product offerings, including DVD sets, music collections, multi-seasonal apparel and footwear, video games, Fitness-Concert™ events and a lifestyle magazine. For more information about Zumba Fitness programs and products, or to find a live class, visit zumba.com and find us on [Facebook](#) and [Twitter](#).

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