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**CELEBRITY CRUISES RESPONDS TO CONSUMER AND TRADE INTEREST  
IN THE RETURN OF "123 GO!"**

***Modern luxury line brings back biggest promotion with three powerful offers***

**MIAMI – March 15, 2013** – Inspired by high interest from consumers and travel partners, modern luxury line Celebrity Cruises today announced the return of "[123 go!](#)," the brand's biggest promotion, with three powerful offers allowing consumers to select what they value most in a Celebrity [vacation](#).

Guests can select from the same three exceptional options that made Celebrity's original introduction of [123 go!](#) such a big hit:

- Free "Classic Beverage Package" for two, allowing guests to pair Celebrity's delectable cuisine with their favorite beverages – representing a value of up to \$1,200 for two guests, including beverage gratuities and based on a 12-night itinerary; or,
- Free gratuities, allowing vacationers to fully relax, knowing tips for Celebrity's expert staff are covered – representing a value of up to \$360 per stateroom, based on a 12-night itinerary and including coverage of stateroom, waiter, assistant waiter and head waiter gratuities; or,
- An onboard credit of up to \$300 per stateroom, depending on the selected itinerary length, and available for guests to apply to [shore excursions](#), specialty dining, wine tastings, spa treatments, boutique items, or any other onboard purchase.

And, guests booking a cruise on one of the line's five modern luxury ships in [Europe](#) have the opportunity to select two of the three special options.

Celebrity's valued Captain's Club loyalty members have the exclusive, additional benefit of an onboard credit of \$500 if booking a suite during the period of the promotion, applicable to sailings from June through September 2013.

Celebrity's "123 go!" offers are valid on all ships (with the exception of *Celebrity Xpedition*), and all sailings from June 2013 through March 2014 – representing nearly 300 sailings to choose from, with destinations in all seven continents – providing the [cruise](#) is booked between March 15 to April 15, 2013.

*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 provide, all created to provide an unmatched experience for vacationers' precious time. Celebrity Cruises' 11 ships offer modern luxury vacations visiting all seven continents. Celebrity also presents immersive cruisetour experiences in Alaska, Australia/New Zealand, Canada, Europe and South America. 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](http://www.celebritycruises.com), or call your travel agent.

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