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CELEBRITY CRUISES PRESENTS "SINFULLY GOOD" NEW ENTERTAINMENT Modern luxury line presents "Sin City Comedy"

MIAMI – March 19, 2013 – An edgy illustration of modern luxury line <u>Celebrity Cruises'</u> commitment to offer what consumers want in innovative, late-night <u>entertainment</u> is the debut of "Sin City Comedy."

Designed to be both funny and sexy, Sin City Comedy combines comedians with tasteful burlesque acts. The new, late-night show is offered on <u>Celebrity Reflection</u> and <u>Celebrity Silhouette</u>, and will rotate to <u>Celebrity Solstice</u> in May. Presented by the award-winning <u>Sin City Comedy</u> at Planet Hollywood in Las Vegas, the show is a two-time winner of the coveted "Best of Las Vegas" award.

The caliber of talent is top-notch, with comics who have appeared on Comedy Central, VH1, HBO, The Tonight Show with Jay Leno, The Late Show with David Letterman, Conan, Jimmy Kimmel, The Late Show with Craig Ferguson, and Late Night with Jimmy Fallon.

Celebrity's Sin City Comedy shows are presented at varying late-night time slots in "Celebrity Central" on *Celebrity Reflection* and *Celebrity Silhouette*. Because the shows contain adult content – tastefully and entertainingly presented – they are open exclusively to guests age 18 and older.

Celebrity believes entertainment doesn't need to end at bedtime, particularly when on <u>vacation</u>. "We're going to shake up perceptions of what shipboard entertainment is all about, with widely varied, enticing options throughout the day and night on every ship," says Celebrity's Director of Entertainment Eric Bohus.

The introduction of Sin City Comedy comes just one month after Celebrity joined forces with Billboard to launch a series of innovative, modern luxury musical programs onboard. Celebrity also presents authentic live music, including jazz ensembles, high caliber vocalists, energetic party bands and spectacular stage shows.

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 unmatchable 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, or call your travel agent.

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