

Celebrity **X** Cruises®
Designed for you™

CELEBRITY CRUISES DESIGNS ANOTHER WAY TO QUENCH GUESTS' THIRST FOR EASE, CONVENIENCE AND VALUE

First premium cruise line to offer convenience of pre-cruise booking
of new onboard beverage options

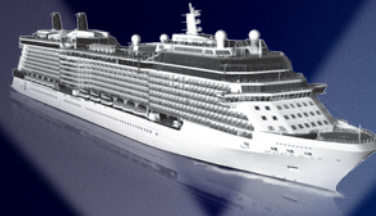
Discerning cruisers have long applauded Celebrity Cruises for its award-winning ships' ability to deliver outstanding service, world-class cuisine and enriching activities in a stylish atmosphere. Now, inspired by its "Designed for you" brand platform and guests' positive response to being able to pre-book aspects of their cruise vacation such as shore excursions and specialty dining reservations, Celebrity has created a way for guests to purchase a variety of beverage packages before their cruise.

"We took our guests' favorite beverages and bundled them into packages that are simple to order from home," said Jacques Van Staden, Vice President, Culinary Operations. "By the time guests board the ship, they can relax knowing that their favorite drinks are arranged for; they can then focus on enjoying themselves in the spa, exploring destinations through shore excursions, or simply lounging by the pool."

As a result of extensive research and past guests' feedback, Celebrity has created four brand-new beverage packages. These include two classic options and two premium options. The "Classic Non-Alcoholic Package" features fountain and can soda, bottled and fresh-squeezed juices, premium coffee and bottled water, and is available at \$14.95 per person, per day. The "Premium Non-Alcoholic Package" includes everything in the classic non-alcoholic package plus specialty non-alcoholic coffee drinks, additional name-brand bottled water choices, canned energy drinks and flavored bottled water offerings, smoothies and frozen non-alcoholic drinks, and is available at \$18.40 per person, per day. Celebrity's new "Classic Package" features everything in the classic non-alcoholic package plus beers with a retail value of up to five dollars per serving and spirits, cocktails, and wines by the glass with a retail value of up to eight dollars per serving, and costs guests \$44.85 per person, per day. The "Premium Package" features all the premium beverages in the premium non-alcoholic package plus all beers, and spirits, cocktails, and wines by the glass with a retail value of up to 12 dollars per serving, and is available for \$56.35 per person, per day. All prices include a standard 15 percent service charge.

"Based on our guests' feedback about what an ideal beverage package offering would comprise and cost, we designed the premium packages to offer even greater value than the classic packages," said Van Staden. "Essentially, the larger the package, the greater the savings to the guest."

Celebrity also is offering its wine packages for pre-booking. These include the "Sommelier's Package," the choice of a three-, five-, or seven-bottle lineup of premium international wines; a wider variety of wines available in a "Captain's Package" or a "Build Your Own" wine package designed for guests who want to maximize their personal taste in wine while enjoying a discount. The "Build Your Own" package allows wine connoisseurs to select three upper-range bottles of wine that each cost at least \$75, and enjoy a 15% discount. Bottles of wine enjoyed through any of Celebrity's wine packages can be uncorked in one onboard venue, then recorked and stored until the guest is ready to reopen them.



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Included in Celebrity's new pre-booking functionality are the cruise line's longtime fountain soda program, a premium bottled water package offering unlimited bottles of brand-name natural spring water and sparkling water, the Riedel Wine Glass Comparative Workshop offered as part of the Celebrity Life "Savor" series, and several in-stateroom bar setup packages.

Celebrity's beverage packages, which are sold on a per-person basis, can be purchased up to four days before sailing, via the line's website, www.celebritycruises.com/beveragepackages. Guests also can access the ordering system via a link in Celebrity's electronic pre-cruise documents, which also provide links that facilitate the pre-cruise booking of other offerings such as shore excursions, specialty dining reservations and complimentary "Celebrity Select Dining" main dining room preferences. Guests also can purchase Celebrity's beverage packages onboard after their cruise vacation begins.

When a guest pre-purchases a beverage package, it will flag the check-in system to add corresponding graphic icons per package to the guest's SeaPass card. A guest will simply need to present his or her SeaPass card in bars, restaurants or by the pool, to enjoy the pre-purchased package.

The packages became available for sale yesterday, and will become available onboard between May 14 and May 21, as ships have different launch dates for the new packages. Celebrity Xpedition, the 92-guest mega-yacht sailing year-round in the Galapagos Islands, offers guests complimentary onboard alcoholic beverages and soft drinks as part of the all-inclusive cruise fare, and does not offer beverage packages for purchase. Celebrity's wine packages are not available on Celebrity's Solstice-class ships.

Celebrity "soft-launched" some of the packages earlier this year by having several iterations available for pre-purchase on select sailings. If guests had pre-purchased prior versions of beverage packages for cruises that have not yet taken place, their purchase has been cancelled and will be fully refunded; Celebrity is contacting these guests.

Celebrity's ServSafe program teaches all of its bartenders and waiters how to serve alcohol responsibly and watch for over-consumption. If a guest purchases a beverage package and is suspected of over-consumption, bartenders and waiters will take appropriate action and may deny service, or serve water or non-alcoholic drinks instead.

The program is available to all guests, worldwide. Prices listed herein are in US currency; if a booking is made in foreign currency, all product prices will be displayed and paid for in that same currency.