



Media Contacts:
Nathalie Alberto
(305) 539-6721
nalberto@rccl.com

Bradley Norman
(305) 539-4413
bradleynorman@rccl.com

Jackpot! Everyone's a Winner with Celebrity Cruises' New Casino Loyalty Program

The best-in-industry Blue Chip Club offers various tier levels with new and unique player benefits and rewards

MIAMI – April 19, 2017 – Guests are being dealt a winning hand with the revitalization of Celebrity Cruises' Casino Loyalty Rewards Program, the new and improved Blue Chip Club. The program boasts a variety of brand new exciting benefits, including free slot-play, internet packages, specialty dining and spa credits as well as a variety of other onboard and shore side benefits designed to lure and reward both casual and serious casino players.

The program, launching April 2017, offers five new tier levels – starting at Pearl, Onyx, Amethyst, Sapphire, and the highest tier, Ruby. Each level is based off a players' past casino gaming activity with Celebrity. As guests continue to earn tier points, they will qualify to upgrade to a higher tier.

Tier points are easily earned when a casino guest uses their Seapass card while playing in Fortunes Casino. The more tier points accumulated, the higher the tier level and the more per-sailing benefits a guest has at their disposal.

"Our new Blue Chip Club loyalty rewards program is our way of rewarding our dedicated gamers and high-rollers while providing the casual gamer benefits on board that they have never had before," said Susan Bonner, Vice President, Revenue Management and Onboard Revenue. "The revitalized program has a wider breadth and affords many additional benefits to many more casino guests regardless of what channel was used to book their sailing."

Depending on a player's tier, 14 new benefits have been added to the program, including free casino play, spa and laundry credits, friends and family cruise discounts, complimentary beverage packages, and even priority debarkation and free prepaid tips.

Bonner continued: "More guests will now have access to more casino benefits on every sailing, positioning Celebrity's Blue Chip Club to be on par with the best casino loyalty programs, land or sea."

To learn more about the new Blue Chip Club loyalty rewards program and all of the incredible benefits, visit www.celebritycruises.com/blue-chip-club or call 1-800-437-3111.

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' 12 ships offer modern luxury vacations visiting all seven

continents. Celebrity also presents incredible cruise tour experiences in Alaska and Canada. Celebrity is one of five cruise brands operated by global cruise vacation company Royal Caribbean Cruises Ltd. (NYSE: RCL). For more information, dial 1-800-437-3111, visit www.celebritycruises.com, or call your travel agent.

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