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**CONTEMPORARY ART AND ULTRA-CONTEMPORARY TECHNOLOGY CONVERGE ON
THE HIGH SEAS WITH LATEST NOVEL CONCEPT FROM CELEBRITY CRUISES**
Celebrity becomes first cruise line to present art tours on iPads

MIAMI - August 11, 2010 – Playing off the series of hip, high-tech “firsts” it has introduced in recent months, premium cruise line Celebrity Cruises is debuting the industry’s first self-guided art tours on an iPad®. Earlier this year, Celebrity introduced the first “Celebrity iLounge” – a modern lounge equipped with MacBook® workstations, a retail space featuring Apple products and accessories, and an enrichment center where certified staff present a variety of courses and offer guests tips on Mac and iPod® usage. Celebrity Cruises is itself an iPad pioneer, having become the first cruise line to present a menu and wine list on an iPad when it introduced its engaging “Qsine” specialty restaurant earlier this year.

“The response to the Celebrity iLounge and to the iPad menus in Qsine was so positive, we knew our guests would relish yet another opportunity to capitalize on the latest technology in an entertaining, enriching way,” said Celebrity’s Senior VP of Hotel Operations Lisa Lutoff-Perlo. “Celebrity’s ‘Designed for you’ platform is built on our commitment to listen to our guests and offer experiences inspired by them and their sophisticated travel desires.”

A new addition to Celebrity’s extensive “Celebrity Life” series of onboard entertainment and enrichment activities, the iPads on each Solstice Class ship house floor plans of every deck on the ship, with select works of art flagged on every deck. A guest simply touches the screen to select the work of art he or she would like to learn more about, and the screen transitions to full details about the piece, including the title of the work, artist’s name, medium used, description and image. In addition to the art tour application, the iPads also present guests with the opportunity to explore digital versions of each Solstice-Class vessel’s in-stateroom art catalogs.

With more than 14,000 works of original, contemporary art on its three Solstice Class ships alone, Celebrity Cruises is the holder of one of the world’s largest corporate collections of contemporary art. Throughout the ships, a vast range of mediums is represented, including glass, acrylics, oils, photography, digital prints, video, etchings, sculptures and collages. Approximately 15 percent of the art on each Solstice Class ship is site-specific or commissioned artwork, such as the signature living trees in enormous vases suspended within the Solstice Class ships’ sweeping, airy Grand Foyers.

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Celebrity's new iPad art tours will be available on *Celebrity Solstice* beginning August 15, and on *Celebrity Eclipse* and *Celebrity Equinox* beginning August 21. The tours currently are in English, and also will be offered in Spanish by the end of this year. Celebrity will add German and French versions in 2011.

Celebrity Cruises is designed for discerning cruisers, with modern, sophisticated environments, impeccable service, enriching and inspiring onboard programs, and world-class cuisine. The ultimate in premium cruising, Celebrity sails in Alaska, California, Canada/New England, Europe, the Pacific Coast, Panama Canal, South America, and year-round in the Caribbean and the Galapagos Islands. Celebrity also offers immersive cruisetour experiences in Alaska, Canada, Europe and South America. Celebrity's mega-series of honors include being named the top mega-ship line in Condé Nast Traveler's annual Readers' Choice Awards (November 2009). Celebrity's fleet currently consists of 10 ships. Its \$3.7-billion investment in building five stylish Solstice Class ships between 2008-2012 represents the largest five-year investment in premium cruising. For more information, call your travel agent, dial 1-800-437-3111 or visit www.celebritycruises.com.

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