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**CELEBRITY CRUISES ENHANCES CELEBRITY LIFE WITH INTERACTIVE,
BEHIND-THE-SCENES TOURS**

Celebrity Inside Access presents an inside look into modern luxury at sea

MIAMI – December 20, 2011 – Consistently striving to provide its guests with unmatched vacation experiences, Celebrity Cruises is now offering guests an inside look into the fascinating world of cruise ship operations. A new addition to the unique and robust Celebrity Life onboard activities program, "Celebrity Inside Access" takes guests on a once-in-a-lifetime journey behind the scenes of Celebrity's renowned fleet, inviting them to discover the intricate details and functions behind modern luxury at sea.

Celebrity's Inside Access program invites guests to join two intimate and exclusive activities, the "See How It's Done Tour" and the "Bridge Sail Away Experience."

Designed to provide a thorough and rich three-hour experience, the See How It's Done Tour guides an intimate group of guests through several otherwise non-public areas of the ship, including the bridge, mooring deck, crew gym, theater, engine control room, prep rooms and the main dining room galley. At each area of the tour, guests have the opportunity to interact with expert members of the Celebrity crew. Each tour is followed by a savory wine-paired lunch hosted by an officer in the main dining room.

The Bridge Sail Away Experience presents the opportunity for vacationers to join the navigational team on the bridge as the ship sails away from port. Beginning 30 minutes before and concluding 30 minutes after departing, guests are given a tour and an overview of the bridge conducted by a senior Celebrity bridge officer. Guests also have the opportunity to meet and take photos with the ship's captain.

"Celebrity has dedicated itself to providing guests with the finest in culinary experiences, award-winning service and engaging onboard activities," said Simon Weir, Director of Hotel Operations, Celebrity Cruises. "Now, with the addition of Celebrity Inside Access, vacationers can also satisfy their curiosity and gain rare, behind-the-scenes insight into a Celebrity ship's inner workings."

The Celebrity Inside Access program is offered on all ships and available for purchase onboard.

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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. In addition to offering vacations visiting all continents, Celebrity also presents immersive cruisetour experiences in Alaska, Australia/New Zealand, Canada, Europe and South America. One of the fastest-growing major cruise lines, Celebrity is one of five cruise brands operated by global cruise vacation company Royal Caribbean Cruises Ltd. (NYSE, OSE: RCL). Celebrity's fleet currently consists of 10 ships, with an additional Solstice Class ship, *Celebrity Reflection*, scheduled to join the fleet in Fall 2012. For more information, dial 1-800-437-3111, visit www.celebritycruises.com, or call your travel agent. Follow the brand socially at www.facebook.com/celebritycruises.

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