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NEW INTERACTIVE, SOCIAL ONLINE GAME AND SWEEPSTAKES HIGHLIGHTS
CELEBRITY REFLECTION, OFFERS OPPORTUNITY TO WIN A MODERN LUXURY VACATION

MIAMI – September 24, 2012 – [Celebrity Cruises](http://www.celebritycruises.com)' modern, luxurious ships are known for taking guests to exciting destinations while they enjoy airy staterooms, award-winning cuisine created by a James Beard-featured chef, stylish spaces in which to relax, and personalized service. Celebrity's new interactive, social experience, "Celebrity Reflection Launch to Luxury Game and Sweepstakes," lets vacationers and travel agents have fun while learning about *Celebrity Reflection*, the latest in Celebrity's award-winning Solstice Class of ships, debuting later this year. Players have the opportunity to win a cruise on *Celebrity Reflection* and weekly cash prizes.

"Launch to Luxury" offers different incentives for different players. All players have the opportunity to win a seven-night Caribbean cruise for two in an AquaClass stateroom on *Celebrity Reflection*. Members of Celebrity's loyalty program, Captain's Club, who play "Launch to Luxury" will also be entered into a drawing for the chance to win a stateroom on one of the ship's invitation-only preview cruises in Miami this December. Travel agents who participate will also be entered into a drawing for a seven-night Caribbean cruise on *Celebrity Reflection* in an AquaClass stateroom.

The game is played in stages, with a new set of levels opening each week that the game is live. Players earn points for correctly answering trivia questions and sharing the game with friends; each point earns a sweepstakes entry for the cruise and cash prizes. The player with the highest score becomes "Captain" of *Celebrity Reflection* and the "Captain" at the end of the game wins a seven-night Caribbean cruise on *Celebrity Reflection* in an AquaClass Suite – one of the newest suite categories found exclusively on *Celebrity Reflection*. All the answers to the questions can be found on Celebrity's website; even the player with little to no knowledge has an opportunity to find what they need to advance in the game.

The game can be played online from September 24 through October 26, 2012, and is open to residents of the US and Canada (excluding Quebec). To play the game and for official rules visit launchtoluxury.com.

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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