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**CELEBRITY CRUISES UNVEILS INNOVATIVE ALLIANCE WITH
ULTIMATE ENTERTAINMENT BRAND XBOX**

***One of the industry's largest Xbox experiences at sea
to be featured onboard Celebrity's sleek, luxurious ships***

MIAMI – May 8, 2013 – Revealing an addition to its series of premium collaborations, Celebrity Cruises has joined forces with Microsoft's Xbox to integrate the leading destination of video game entertainment into guests' modern luxury vacations. Slated to introduce one of the industry's largest Xbox experiences at sea, Celebrity's alliance boasts entertaining Xbox-themed spaces across its fleet, offering families interactive Xbox Games experiences for children, teens and even the kid in every adult.

Guests can anticipate enhancements to existing venues and onboard programming as soon as this summer, with the inclusion of Xbox-featured activities and gaming areas in the youth program's Fun Factory and X-Club facilities. For youth who have been registered to participate by their parents, the Celebrity Xbox experience will offer exciting age-appropriate games and themed nights ranging from sports and dance to adventure and racing on Xbox 360 and Kinect for Xbox 360.

Adults also have the opportunity to connect and enjoy the Xbox experience through free play and at scheduled themed events, including Zumba® parties and sports tournaments, available on traveling Kinect for Xbox 360 consoles in different venues throughout the ships.

"As a premium vacation brand, Celebrity is dedicated to providing guests with what they want while on vacation, whether relaxation, entertainment or staying connected – it's readily available," said Greg Purdy, Celebrity Cruises' SVP of Operations. "Joining existing offerings like the Celebrity iLounge, a hip approach to the standard Internet lounge and the first Authorized Apple® Specialist at sea, the Celebrity Xbox experience expands our technology offering with even more engaging ways for the whole family to enjoy a modern luxury vacation."

To celebrate the launch, one lucky family of four will win a seven-night cruise onboard the Celebrity ship of their choice, with the exception of *Celebrity Xpedition*, and an Xbox 360 prize pack as the grand prize of the Celebrity & Xbox Experience Sweepstakes. For a chance to win, guests enter online through June 18, 2013 at www.celebritycruises.com/xboxsweeps. Participants also can win four Xbox 360 prize packs, each including an Xbox 360 with Kinect and a month of Xbox Live Gold membership.

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"The Celebrity Xbox voyage is unlike any journey Xbox has embarked on," said Grover Holtzclaw, US Xbox Director. "With Xbox's first exclusive experience at sea, two great brands have come together to develop the ultimate family vacation: the best gaming entertainment combined with the modern luxury Celebrity provides its guests."

The newly "Solsticized" *Celebrity Constellation* is the first of Celebrity's ten ships to introduce the complete onboard Xbox experience when it re-entered service on May 5, 2013, after completing its scheduled drydock - just in time for families planning their summer vacations. The remaining Celebrity ships will offer Xbox 360 and Kinect for Xbox 360 this summer, and will unfold the full Xbox experience by the end of 2013.

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, with a fleet of 11 ships, Celebrity is one of five cruise brands operated by global cruise vacation company Royal Caribbean Cruises Ltd. (NYSE, OSE: RCL). For more information, dial 1-800-437-3111, visit www.celebritycruises.com, or call your travel agent.

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