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CELEBRITY CRUISES CREATES BRAND-DEDICATED TEAM IN ASIA

October 9, 2013 – SINGAPORE/MIAMI – At the annual Cruise Shipping Asia-Pacific Conference today, [Celebrity Cruises](#) announced plans to create a single-branded organization in Asia. The new structure will take effect immediately.

Kelvin Tan will serve as Commercial Director, Asia-Pacific for Celebrity Cruises. He and his team will be based out of Singapore, and will oversee the brand's commercial, marketing, trade support and sales in the region. He will continue to partner with the corporation's current International Representatives in the region, who successfully built a strong network throughout Asia.

"The Asia-Pacific region has great potential for Celebrity Cruises, and this will best position the brand for future growth in this dynamic region," said Celebrity Cruises President and CEO Michael Bayley. "There is a high percentage of affluent travelers in the region who are eager for more premium cruise options, which Celebrity Cruises can deliver. And, as a result of this development, our brand will get greater visibility, and our travel partners can expect even more attention and support. Kelvin is the perfect executive to spearhead our growth in Asia. He has a wealth of experience and knowledge, having strongly contributed to Royal Caribbean's expansion in Asia over the past eight years. He also is well respected by his peers throughout Asia for his passion and commitment to cruising. I am confident Kelvin will help put Celebrity Cruises on the Asia map and in the minds of affluent Asian consumers when considering a premium cruise holiday."

Within Celebrity Cruises' portfolio of modern luxury [cruises](#) visiting all seven continents are an attractive variety in [Asia](#). Starting December 7, *Celebrity Millennium's* second consecutive season in the region will include a series of 13- to 15-night cruises from Singapore and Hong Kong, capped with a 7-night Japan Golden Week cruise from Yokohama May 3, 2014. After her summer Alaska season, *Celebrity Millennium* will return to Asia for her third season, from September 12, 2014 to April 26, 2015. In addition to *Celebrity Millennium's* deployment in Asia, *Celebrity Century* will begin her first season in the region January 25, 2015, with a series of 7- to 14-night cruises from Singapore and Yokohama, visiting 26 ports in 11 countries, including 10 first-time destinations for the brand: Yangon, Myanmar; Bandar Seri Begawan, Brunei; Dalian, China; Kanazawa and Otaru, Japan; Kota Kinabalu and Langkawi, Malaysia; Boracay and Manila, Philippines and Vladivostok, Russia.

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' 11 ships offer modern luxury vacations visiting all seven continents. Celebrity also presents immersive cruisetour experiences in Alaska, Australia/New Zealand, Canada, Europe and South America. Celebrity is one of five cruise brands operated by global cruise vacation company Royal Caribbean Cruises Ltd. (NYSE, OSE: RCL). For more information, visit www.celebritycruises.com.

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