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Celebrity Cruises' Opens National Conference With Award

President and CEO, Dan Hanrahan presents Expedia® CruiseShipCenters® with 2011 Presidents Award

January 3, 2012, Vancouver, B.C. - In his opening keynote presentation, Celebrity Cruises President and CEO, Dan Hanrahan, applauded Expedia CruiseShipCenters' continuous sales growth. "Year after year, your sales increase is proof that we have a very bright future together", he said. "We'll continue to evolve the product by listening to our guests and building these fabulous new ships. Most importantly, I know that Expedia CruiseShipCenters will bring more new people onboard and help our Captain's Club members take their next Celebrity cruise to another of the worldwide destinations we sail".

In an impromptu ceremony Dan Hanrahan and the Celebrity team awarded Expedia CruiseShipCenters with their 2011 Presidents Award. "Expedia CruiseShipCenters has consistently exceeded our expectations through exceptional delivery of revenue, marketing, commitment and partnership. This year we are pleased to announce that Expedia CruiseShipCenters is our 2011 Presidents Award winner for the travel partner of the year."

Under the conference theme, "Plan the Dream, Work The Plan" delegates focused on building their business plan with marketing, promotions and new enhancements to the company's CruiseDesk® technology. "The presentations and workshops are great and the opportunity to network and learn from other franchise owners is a real benefit," says franchise owner Brian Murphy who opened his Napa Valley location with his brother James in March 2010.

Franchise owners, travel agents and travel industry executives were among the more than 700 attendees at the Expedia® CruiseShipCenters® annual national conference sailing aboard Celebrity Eclipse last week. In addition to enjoying the Celebrity cruise experience, delegates also had free days to take in San Juan, St. Thomas and St. Kitts. Talk about a dream business to be in!

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About Expedia CruiseShipCenters

Established in 1987, Expedia CruiseShipCenters is North America's leading team of cruise vacation specialists with a network of 150 retail locations and over 3,600 Cruise Consultants. The company has earned numerous awards for franchising, marketing and technology and is recognized as a leading host agency in the travel agent community. For more information, please visit <http://www.cruiseshipcenters.com>.

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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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