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San Francisco Bay Area Travel Agents,

Wow, what a great year 2013 was for both Celebrity Cruises® and the San Francisco Bay Area Travel Agents. San Francisco was the first city to have a locally dedicated Sales and Marketing team to market Celebrity Cruises and what a great success it has been. Together, we've seen sales soar because of our intensification efforts to drive business to your area. We've been impacting the market in a number of ways, including out of home marketing, sponsorships of great local events and by taking over the Golden Gate Ferry for a day, treating guests to a Modern Luxury experience after a grueling day's work.

The year 2013 wasn't a one and done for Celebrity Cruises. We're doubling down on the Bay area and we plan on bringing you even more in 2014. We've already begun with our Random Acts of Modern Luxury Street Team rush hour giveaway in San Francisco's Financial District and Cal Train Station near AT&T Park. We gave away hundreds of "Commuter Survival Kits" loaded with goodies that commuters would appreciate on their way home from work, and also included information about our amazing 123go! offer, and directed them to contact their local Travel Agent.

Another 2014 plan for the Bay Area is making a come back to TV. This year, San Francisco will be our pilot market to introduce Celebrity Cruises' return to branded television advertising. Our 30 second commercial, will be on major broadcast networks; such as, ABC, FOX, NBC, CBS and on top ranked cable networks, such as, Bravo, FX, Comedy Central, TNT, Food Network HGTV, TBS, History, AMC, E!, Discovery, and Lifetime. You may check channel listings with your local television provider to catch us on these networks now through March 10, 2014.

The TV campaign will introduce the evolution of our Modern Luxury concept. As you all know, a Celebrity cruise embodies the essence of Modern Luxury - whether it's the worldwide destinations we visit, our beautifully designed ships, or the delicious food and unpretentious personalized service. Our new Creative concept shows off all of this while connecting with consumers emotionally on what Modern Luxury feels like. Many vacation brands focus on individual moments that may stand out in a guest's mind. We don't want our guests to go on a Celebrity cruise and just remember one thing; we want them to remember everything.

I hope you are as excited about these plans as we are and just know that the Celebrity Commitment is our commitment to drive people to your door all the while providing you tools to help close more business.

Thanks for your partnership,

A handwritten signature in black ink that reads "Dondra Ritzenthaler".

*Dondra Ritzenthaler, VP of Sales Celebrity Cruises*