



ChoiceAir TAKES FLIGHT

ANNOUNCING THE NEXT EVOLUTION OF FLIGHT RESERVATION PROGRAMS

On July 1st, 2010 Royal Caribbean International®, Celebrity Cruises® and Azamara Club CruisesSM are replacing their previous air travel booking program with the ChoiceAir flight reservation program.

Given the positive guest and Travel Agent feedback, proven benefits and unique advantages such as excellent customer service, value and down-line protection that ChoiceAir provides, implementing ChoiceAir as our sole air program is the next logical step in offering our guests and Travel Agents innovative and effective travel services.

Gone are the days of "Mystery Air." The completely redesigned ChoiceAir program is user-friendly and empowers your clients by allowing them to choose from thousands of published fares and select the airline, price and schedule that work best for them. This all adds up to more choices, more savings, more customer satisfaction and more repeat business for you.

The ChoiceAir suite of products consists of the following:

- **ChoiceAir:** Offers access to virtually all published airline schedules and fares - and exclusive ChoiceAir Specials using the easy-to-navigate ChoiceAir website. There is a non-refundable \$15 fee per ticket for Domestic (US/Canada) or \$25 for International flights. ChoiceAir tickets generally require immediate purchase.
- **ChoiceAir Plus:** This premium service improves upon (and replaces) our old Custom Air program, by offering lower fares and more flight options. Guests receive all the features and benefits of ChoiceAir, plus the concierge level assistance of our professional air agents. An additional fee of \$35 is added to the \$15/\$25 non-refundable ChoiceAir fee for this service.
- **ChoiceAir FlexFares:** A fare type within ChoiceAir that does not require immediate purchase. It allows guests to reserve their preferred flights at any time from 330 days prior to sailing up until final payment is due on the cruise. No penalties will be charged for any changes or cancellations of air travel arrangements made during this time period. The standard \$15/\$25 non-refundable ChoiceAir fee is applicable and is charged per guest and must be paid for at time of booking air.
- **ChoiceAir Specials:** A promotional program that offers discounts from \$50 - \$1,000 on select voyages when ChoiceAir is purchased in conjunction with the cruise.

ChoiceAir.com – User-friendly and convenient

Not only does this program offer more choices, it's also easy to use. Once a cruise is booked, ChoiceAir travel arrangements can be made online by logging onto www.ChoiceAir.com. Reservations may be made by the guest or their Travel Agent if they do not wish to do it themselves. This simple to navigate website offers many benefits including:

- **Ease of Use:** A user-friendly "step-by-step" approach similar to other online flight reservation sites consumers are already familiar with.
- **Cruise/Flight Compatibility:** Flight recommendations are pre-filtered to ensure schedules are well suited for your client's cruise.
- **Easy for Groups:** ChoiceAir allows guests to choose the same flight for everyone in their party, customize flight schedules for different individuals and pay using multiple credit cards.
- **Custom Search:** Flights can be filtered by lowest fare, non-stop or preferred airline.
- **Flexibility:** Guests can arrange ground transfers, choose seat assignments, earn frequent flyer miles and even request special assistance on the flight.

Our company and brands are known for their commitment to service, value and innovation. The ChoiceAir program is the next step in continuing that commitment and further providing industry leading support and guest satisfaction.

Thank you for your valued partnership!

