EMBRACING DESIGN

We seek to reframe our brand as more relevant to a design-conscious audience. And it’s something that we’ll accomplish by being more outward with our design rich hardware, incredible personal service, fine cuisine and unique onboard experiences that cater to the more sophisticated, modern cruiser.

So how can we describe our cruise experience in a way that sets us apart from the pack? We’ll learn from those who have succeeded before, leveraging aesthetic and messaging cues from upscale hotel chains, fine restaurants and resort spas to build a new face for our brand.

One that builds on our existing brand, but ventures into new territory.

One that heroes our specific hardware and software to differentiate us.

One that makes existing cruisers feel more modern and, at the same time, makes our expanded target feel like we clearly understand what they’re about.

One that clearly pays off—Designed for youSM.
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MANIFESTO (Internal use only)

Everything to everyone.
That’s the most dangerous thing a company can try to be these days. Because it’s the surest way to blend in and be nothing to anyone.

Now more than ever, discerning individuals are looking for just the opposite: brands that get them. That see them as people rather than demographics. As unique cases rather than statistical points of view.

Our cruisers are the living proof. They clearly appreciate the brands that really get them. That understand their incredible attraction to insightful design and modern environments. The attention to all the finer things, brought to life in the details. And of course, great service. Make that impeccable service. All in a setting that’s more a theatre for life than deck plan of rooms. To create an experience that awakens, arouses and rejuvenates. One that carries the bigness of all that it offers and yet still feels intimate at the same time.

And amidst it all, our guests relish the opportunity to connect with people who share a love for things both familiar and new. In parts of the ship that feel truly cosmopolitan. Through programs that enrich and inspire. Surrounded by some of the most beautiful backdrops in the world.

This is an experience that combines the power of high design, intuitive one-on-one personal service and stunning surroundings to create unique moments at sea. The very definition of modern premium cruising.

This is Celebrity Cruises®.
Designed for discerning individuals.
Designed for the most avid cruisers.
Designed for you®.
BRAND POSITIONING

Celebrity is the ultimate in premium cruising for today’s cruiser who appreciates the finer things because ONLY Celebrity has Solstice Class.

Providing the:
Innovative design, thoughtful details, impeccable service, enriching programming, and world-class cuisine discerning cruisers love
TARGET AUDIENCE

Modern, accomplished consumers who love cruising and are seeking an elevated experience combining thoughtful details and enriching programming with world-class cuisine and impeccable service.

Mind-set: youthful; accomplished; authentic; discerning; casual; happy; positive; comfortable with themselves; open minded.

Age: an aspirational 35 plus; age is a state of mind; our target responds to and sees themselves as young and vibrant; 55 is the new 35.

Highly influential: cruising is their vacation preference; prefer modern, casual, stylish atmosphere; internet savvy; focused on ship experiences; forward thinking; love to dine out; willing to spend for a great vacation.

Travel party: couples; multi-generational families; multi-cultural; friends; gay and lesbian inclusive.
THE CELEBRITY LOGO

The Celebrity logo is composed of the Celebrity Cruises logotype and the Celebrity brand identifier ‘X’. Under no circumstances should this master logo lockup be altered. The Celebrity Cruises logotype has been designed for maximum legibility when viewed in both positive and reversed presentations—both large and small.

LOGO SIGNATURE COLOR

The Celebrity logo can either be reproduced in PMS 648 (or its CMYK/RGB equivalent), on a light background or photograph. Or knock-out to white when reproduced over a dark background or photograph. When color is not an option, the logo should appear in black.
ALTERNATE CELEBRITY LOGO

An alternate stacked Celebrity logo is available for situations in which the preferred horizontal master logo will not work because of size or design limitations.

LOGO SIGNATURE COLOR
The Celebrity logo can either be reproduced in PMS 648 (or its CMYK/RGB equivalent), on a light background or photograph. Or knock-out to white when reproduced over a dark background or photograph. When color is not an option, the logo should appear in black.

MINIMUM SIZE REQUIREMENTS
To ensure legibility and accurate reproduction, a minimum size has been set at 1 inch wide for the horizontal logo lockup and .75 inch wide for the alternative stacked logo lockup.
**DESIGNED FOR YOU℠—MASTER LOGO LOCKUP**

The new Designed for you master logo lockup should be used as the primary brand communicator, appearing on all communications. The Designed for you tagline has been custom designed from a cut of the font Helvetica Neue, and should not be altered in any way. The size and proportion of the tagline to the Celebrity logo has been carefully selected to work both large and small. These proportions should not be altered.

**LOGO SIGNATURE COLOR**

The Celebrity Designed for you logo can either be reproduced in PMS 648 (or its CMYK/RGB equivalent), on a light background or photograph. Or knock-out to white when reproduced over a dark background or photograph. When color is not an option, the logo should appear in black. The color of the tagline and the logo should always be the same.

**DESIGNED FOR YOU SIGNATURE**

The Designed for you signature is a trademark of Celebrity Cruises®, always include a service mark to legally protect the trademark. The trademark must always be used as a standalone. Including Designed for you℠ in a sentence with other words is considered improper legal usage. When used alone as a headline, it should never be used with the "swish" underline. The trademark font should not be altered in any way.
‘X’ SPOTLIGHT USAGE GUIDELINES

By their nature, klieg spotlights draw attention to something special and place focus on what’s important. This new graphic ‘X’ treatment continues to build our brand identity in a new, unique, design-centric way. The lockup of the four elements: Deep Blue Velvet background, ‘X’ spotlights, Celebrity Solstice ship, and the Designed for you brand logo have been carefully designed to symbolize both quality and style. This design treatment will be used as a key brand tenet in all advertising, and should be considered for use, where appropriate and production allows, on all other printed communications. Do NOT use any other ship in this lockup other than the supplied Solstice® Class ship.

BUILT BY DESIGN
The new ‘X’ Spotlight logo treatment consists of four elements: DeepBlueVelvet.tif; Spot_light.psd; Ship_lockup.psd; Designed for you logo lockup with a drop shadow. You need all four of these elements in order to build this design. All of these elements exist on the Celebrity Image Library and are available for use. To access the image library: log onto http://celebrityimagelibrary.com and provide your registered user name and password, if you have not yet registered please do so at the log in page. Each job should be carefully considered to determine if this design application is appropriate to the specific project. THIS DESIGN TREATMENT IS A PRIMARY IDENTIFIER AND SHOULD BE USED MINIMALLY.
‘X’ SPOTLIGHT, LOGO AND SHIP PROPORTIONS

The lockup of the four elements: Deep Blue Velvet background, ‘X’ spotlights, Celebrity Solstice ship, and the Designed for you brand logo should follow these defined proportions. The ship is always to be placed on top of the spotlights, NEVER behind them. Only use the approved logo art (Spotlight_Ship_Lockup.psd) available on the Celebrity Image Library.

THE HEIGHT OF THE ‘X’ DEFINES THE BASE LOCATION OF THE SHIP

THE BOW OF THE SHIP FOLLOWS THE ANGLE OF ‘X’

THE AFT OF THE SHIP FOLLOWS THE ANGLE OF ‘X’

BUILT BY DESIGN
To help guide the proper proportions of the ‘X’ spotlights and ship, there is a Photoshop file that locks up these two elements (Spotlight_Ship_Lockup.psd). The Celebrity logo and drop shadow will need to be added in final design application (in order to multiply the blurred 40% black drop shadow). The size, scale, and placement of the logo should follow the example above. These elements exist on the Celebrity Image Library and are available for use. To access the image library: log onto http://celebrityimagelibrary.com and provide your registered user name and password, if you have not yet registered please do so at the log in page.
‘X’ SPOTLIGHT METALLIC USAGE GUIDELINES

For lighter applications. For design applications where the heaviness of the Deep Blue Velvet is a concern, we have created a ‘X’ spotlight to be used over the Cool Metallic Blend. With this application, no ship is to be used. This application could be used as the primary brand communicator for our trade partners, to save on ink jet printing, where the use of the heavy Deep Blue Velvet would demand heavy ink coverage, or for print communications where a lighter presence is desired.

BUILT BY DESIGN - METALLIC VERSION
The new ‘X’ Spotlight logo treatment consists of three elements: Cool Metallic Blend.tif; Spot_lightMetalic.psd; Primary Celebrity Blue Designed for you logo lockup. You will need all three of these elements in order to build this design. All of these elements exist on the Celebrity Image Library and are available for use. To access the image library: log onto http://celebrityimagelibrary.com and provide your registered user name and password, if you have not yet registered please do so at the log in page. Each job should be carefully considered to determine if this design application is appropriate to the specific project. THIS DESIGN TREATMENT IS A PRIMARY IDENTIFIER AND SHOULD BE USED MINIMALLY.
THE HALO EFFECT

The Deep Blue Velvet background has been built with a ‘halo’ of light blue in the upper right corner. This DeepBlueVelvet.tif should be moved around on the page so that this ‘halo’ of lighter blue is centrally located behind the primary headline or point-of-interest.

WORKING WITH THE DEEPBLUEVELVET.TIF

The DeepBlueVelvet.tif should be cropped to the appropriate size needed for your page layout. The tif can be increased or decreased, rotated and or stretched slightly to accommodate the layout, however you should always try to retain as close to a circle or ‘halo’ as possible. The DeepBlueVelvet.tif elements exist on the Celebrity Image Library and is available for use. To access the image library: log onto http://celebrityimagelibrary.com and provide your registered user name and password, if you have not yet registered please do so at the log in page.
HALO BACKGROUND USAGE GUIDELINES

In order to build a consistent brand image, please size, crop and locate the ‘halo’ of the DeepBlueVelvet.tif background appropriately on the final page proportions for the desired effect.

WORKING WITH THE DEEPBLUEVELVET.TIF
The DeepBlueVelvet.tif should be cropped to the appropriate size needed for your page layout. The tif can be increased or decreased, rotated and or stretched slightly to accommodate the layout, however you should always try to retain as close to a circle or ‘halo’ as possible. The DeepBlueVelvet.tif elements exist on the Celebrity Image Library and is available for use. To access the image library: log onto http://celebrityimagelibrary.com and provide your registered user name and password, if you have not yet registered please do so at the log in page.
BRANDING DON’TS

In order to build a consistent brand image, please do not stretch or alter the proportions of the ‘X’ spotlights (Spot_light_blue.psd) and ship lockup. Do NOT place the ship behind the spotlights. Only use the approved logo art (Spotlight_Ship_Lockup.psd) available on the Celebrity Image Library.
BRANDING DONT’S

In order to build a consistent brand image, please avoid these incorrect and obsolete brand signatures.

- **DO NOT** change the color combination of the logo and tagline.
- **DO NOT** change the proportions of the logo and tagline.
- **DO NOT** produce the Celebrity logo in any other color.
- **DO NOT** use the tagline with the ‘swish’ as a graphic.
- **DO NOT** use the ‘swish’ underline for any other graphic element.
- **DO NOT** use the ghosted ‘X’ from the previous campaign.
- **DO NOT** use the Starring You signature logo lockup from the previous campaign.
- **DO NOT** use the Horizon Ribbon from the previous campaign.
SECONDARY LOGOS

In addition to the Celebrity logo, these are the approved secondary logos to be used when communicating our loyalty and onboard programs. The 20th Anniversary logo has been designed for our 2010 anniversary and should be used on select communications only. It is to be used tone-on-tone as a subtle message of celebration. The 20th Anniversary logo should only be used for items with a shelf life of 2010 only.
COLOR PALETTE

We have introduced to the Celebrity palette a new rich blue blend that we call Deep Blue Velvet. This rich color blend communicates a look of upscale style and elegance and can be used in place of the Primary Celebrity Blue to elevate the brand’s modern message of design. The Primary Grey is to be used for body copy, while the Cool Metallic Blend continues to be used to bring a lightness and quality to the brand.

Primary Celebrity Blue

Deep Blue Velvet

Primary Grey

Cool Metallic Blend

DESIGN TIFFS

These design tiffs exist on the Celebrity Image Library and are available for use. To access the image library: log onto http://celebrityimagelibrary.com and provide your registered user name and password, if you have not yet registered please do so at the login page.
SUPPORTING COLOR PALETTE

To enhance the vibrancy of the brand and to help express its many faces, we have turned to our ships’ architecture and design, as well as some of our most exciting venues and programs for inspiration. This secondary color palette will help breathe in a freshness and a spark of modern sensibility to our communications. These colors are to be used sparingly as highlighters and callouts only when needed.
Secondary colors are to be used as highlighters and callouts only.

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**SUPPORTING COLOR PALETTE SAMPLE**

*CELEBRITY LIFE—SINGLE PAGE SELL SHEET*

WINE BAR RED IS USED AS THE CATEGORY HEADERS.

TUSCAN BROWN IS USED AS THE SUB-CATEGORY HEADERS.

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**Designed to bring you back to your true self.**

The Renew Series — brings the best of health and wellness miles out to sea. Everyone refreshes and renews differently so we provide you with a variety of choices to meet your specific interests and needs. Whether your desire is more energy, longevity or a more youthful appeal, our AquaSpa® by Elemis® offers you just what you need to find your perfect self. From greeting the sunrise with morning yoga to learning the secrets to a healthy life before enjoying your 24 karat gold facial, we know how you want to be treated. Right.

---

**Energy Series**

- Energy Classes
- Body Sculpt Boot Camp†**
- "G-Centric" Group Cardio Workout
- "Step, Jump and Pump" Aerobics
- "Gravity Training" Body Sculpting†**
- "Tour de Cycle" Indoor Cycling†**
- Indoor Spinning°
- Energy Seminars
- Burn Fat Fast
- Detox for Health and Weight Loss
- Fat Move to Weight Loss
- How to Boost Your Metabolism
- Secrets to a Flatter Stomach

---

**Longevity Series**

- Longevity Classes
- Fab Abs
- Freely-Squeezed
- Chilates**
- Tai Chi
- Yoga**
- Longevity Seminars
- Heal Yourself with Acupuncture
- Introduction to Acupuncture
- Introduction to Chinese Remedies
- Longevity Seminar
- (Eight Branches of Chinese Medicine)
- Stress Buster

---

**Ageless Series**

- Ageless Classes
- Couples Massage**
- Couples Reflectology**
- Ageless Seminars
- Acupuncture Facial Rejuvenation
- Age Prevention
- Introduction to Botox®
- Powerful Muscle
- Restore Your Youthful Skin

---

**Renew Events**

- Breakfast with the Guru
- Wellness Experience

---

1Available on Solstice Class only. 2Additional charges apply, visit us online for current rates. 3Not available on Solstice Class.

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Visit CelebrityCruises.com/celebri tylife for more program information.
SUPPORTING COLOR PALETTE SAMPLE
ONLINE HOME PAGE—CelebrityCruises.com

Secondary colors are to be used as highlighters and callouts only.

- **SOLARIUM BLUE** is used as the primary highlight web button.
- **ICE BAR BLUE** is used as the soft highlight web button.
- **WINE BAR RED** is used as the call-to-action highlight web button.
Supporting Color Palette Sample

Online Secondary Page—CelebrityCruises.com

Secondary colors are to be used as highlighters and callouts only.

- **Solarium Blue** is used as the highlight graphic.
- **Lawn Club Green** is used as the itinerary callout copy.
- A tint of Ice Bar Blue is used to define the background color grid.
**TYPOGRAPHY**

Just as important as the color, imagery and design of the brand is the typography used to communicate the brand’s message. Whitney works as a nice contemporary font family. It has multiple faces, which gives a depth of options to use different weights depending on the needs. Whitney Medium should be used for headlines, Whitney Book and or Medium is to be used as the primary weight for body copy, while callouts can use the heavier Semibold weights.

**PRIMARY FONT:**

**Whitney Book** (body copy)

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890!@#$%^&*()
```

**Whitney Book Italic** (body copy callouts)

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890!@#$%^&*()
```

**Whitney Medium** (headlines and body copy)

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890!@#$%^&*()
```

**Whitney Medium Italic** (headline and body copy callouts)

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890!@#$%^&*()
```

**Whitney Semibold** (callouts)

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890!@#$%^&*()
```

**Whitney Semibold Italic** (callouts)

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890!@#$%^&*()
```
TYPOGRAPHY

Helvetica Neue will continue to be a strong communicator for the brand, and a combination of the Helvetica Ultra Light, Thin, Light and Roman weights should be looked to when designing large brand signifiers or product names. Shelly Andante Script is to be used sparingly for special highlights only.

SUPPORTING FONTS:

Helvetica Neue Ultra Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890!@#$%^&*() 

Helvetica Neue 35 Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890!@#$%^&*() 

Helvetica Neue 45 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890!@#$%^&*() 

Helvetica Neue 55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890!@#$%^&*() 

Shelly Andante Script (special highlights only)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890!@#$%^&*() 

SHELLY SCRIPT GUIDELINES

Shelly Andante Script is the only approved Celebrity script. No other script fonts should be used. The use of this script should only be used for small details and specific callouts only. Examples: 20th anniversary logo; special price or promotion offer.
**TYPOGRAPHY GUIDELINES**

Whitney Medium should be used for most headlines. Headlines should be center on center, generously tracked with a good amount of leading set between the lines. The headlines should have room to breathe and should not be forced into tight spaces. **Avoid the use of Semibold or tight tracking for the headline, as this will create a visually heavy page layout.** Whitney Book and or Medium (depending of the size of your type and if positive or knocked out) is to be used as the primary weight for body copy. Callouts can use Whitney italics and or the heavier Semibold weights.

**HEADLINE TYPOGRAPHY EXAMPLE:**

Is it the lush new rooftop-on-the-green designed for fresh air aficionados?

The plush new martini lounge designed for in-the-know locals?

The chic new downtown bistro designed for the culinary crowd?

Yes.

Now moving at a brisk 20 knots.
PHOTOGRAPHY

Only use the approved images provided on the image library. If there is a need for additional photography, please contact Sharon Buckland at SBuckland@celebrity.com.

CELEBRITY’S IMAGE LIBRARY
To access the image library: log onto http://celebrityimagelibrary.com and provide your registered user name and password, if you have not yet registered please do so at the log in page.
DESIGNING TO THE PHOTOGRAPHIC GRID

Our new photographic direction leans heavily on multiple-images and grid setups for photography. The artful combination of images tells a story and draws people into the entirety of our onboard spaces. To achieve the desired story-telling effect, it is important to pay attention to the values and colors of the grid, as well as the images used to create each vision—moving from wide-angle open spaces to the details that communicate the style and appeal of each venue.

PHOTOGRAPHY GRID GUIDELINES
The proportions of the images that make up the new photography grid are deliberate. The wide-open, more expansive images are always the largest of the two, while the detail images are the smaller.
DESTINATION PHOTOGRAPHY

A Celebrity cruise is all about the combination of the onboard environment and the amazing places we see. Communicate that Celebrity is the better alternative for delivering the destination experience because of the unique combination of superior hardware and unique onboard experience. Design the photographic grid with a purpose, communicate a story—moving from the wide-open vistas to the details that we all remember.

DESTINATION PHOTOGRAPHY GRID GUIDELINES
For scale and impact, there may be a chosen single image that could stand alone in the final composition to create a more dynamic layout. This should always be a Celebrity hardware image.
COMMUNICATION SAMPLES

These design examples are intended to help guide your creative vision—providing you with a set of tools and ideas that will assist you in creating a unified Celebrity brand vision. Our new campaign conveys a modern, upscale and differentiating experience. The Designed for you power is in showcasing design and personalized experiences—the big picture as well as the details that tell the story.

CONSUMER ADVERTISING—SPREAD
The brand direction look and feel is resonating—Quality; Modern; Stylish; Upscale; Sophistication; Personalization
Is it the ocean view hotel suite designed to expand your horizons?

The Asian fusion hot spot designed to spice up your Saturday night?

The island resort getaway designed to deliver high style just steps from high tide?

Yes.

Now sailing Caribbean waters all year on Celebrity Solstice.

 Celebrity Cruises®

Designed for you™

Give clients a uniquely cosmopolitan feel in the Caribbean, year round on Celebrity Solstice. For information, visit CruisingPower.com.

©2010 Celebrity Cruises Inc. Ships’ registry: Malta and Ecuador.
Introducing

Y E S.
Your Everyday Sweepstakes
designed for Travel Agents in-the-know.

Beginning January 8 – April 1, 2010
We’re giving away one prize a day, everyday!

32” LCD HDTV • Flip Video Camcorder • iPod Shuffle • Amex Gift Card
Pre-Inaugural cruise aboard Celebrity Eclipse™ and more!

Earn one entry on every booking that you make on 2010 Celebrity sailings.
Daily winners will be selected randomly and can win prizes listed on the calendar.

How to Play
It’s simple: Book and Enter! Book any 2010 Celebrity cruise, then enter the valid booking number at CruisingPower.com/booktowin

Valid booking numbers must be named and deposited within the booking window for applicable sailings.

Celebrity Cruises®
Designed for you™

*Stunning interior spaces. Award-winning cuisine. Superlative service.*

The Sweepstakes is open only to accredited travel agents (must have a valid ARC, IATA, TRUE or CLI number) in the U.S., with the exception of Puerto Rico and Canada (includes Quebec) who are members of CCI, age 21 years of age or older at the time of entry. NO PURCHASE NECESSARY. Program open only to accredited travel agents in the U.S. (excluding Puerto Rico and Canada) and the eleven Latin American/Caribbean countries including the Bahamas, Caribbean, Costa Rica, Cuba, Ecuador, Dominican Republic, Guadeloupe, Martinique, Panama, Saint John, St. Thomas and Trinidad and Tobago. A maximum of 3,000 sweepstakes entries will be awarded. Offer void in Puerto Rico and Canada (Includes Quebec), where prohibited. © 2010 Celebrity Cruises Inc. Ship registry: Malta and Canada.
Celebrity European Cruisetours.

Designed to give your clients the best of land and sea.

Every Celebrity cruise offers stunning interior spaces, award-winning cuisine and unequalled personal service. A European Cruisetour offers an upscale experience on the mainland with our Tour Director serving as personal concierge 24/7 during the land portion of the package.

- Deluxe packages include Rome, Florence and Venice; Madrid and Barcelona; Paris and London; and Paris and Amsterdam with plenty of time to explore.
- High guest satisfaction rates help create repeat guests.
- Includes hotel accommodations, airport transfers, and all rides by train or motorcoach to create a seamless travel experience.
- Cruisetours are exclusive to Celebrity guests.

All this, and a smart added incentive too.

Book your clients on select Europe Cruisetours before March 31, 2010, and they will receive up to $300* USD onboard credit per stateroom for new individual bookings.

Europe promotion code: SAL1

For more information about Cruisetours and promotional offerings, visit CruisingPower.com.
With 100% chance of frozen martinis.

<table>
<thead>
<tr>
<th>Cruise</th>
<th>Price</th>
<th>Dates</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>7-Night Southern Caribbean</td>
<td>$449</td>
<td>4/25, 5/2, 5/9, 5/16/2010</td>
<td>Inside stateroom, category 12, Cape Liberty, New Jersey round trip</td>
</tr>
<tr>
<td>7-Night Bermuda</td>
<td>$599</td>
<td>1/30, 3/6, 3/20/2010</td>
<td>Inside stateroom, category 12, San Juan round trip</td>
</tr>
</tbody>
</table>

*All prices are per person, double occupancy, inside stateroom, as specified above, cruise only (unless Cruisetour is specified) or selected sailings, and subject to availability, taxes, fees and prices subject to change without prior notice. 

©2010 Celebrity Cruises, Inc. Ships’ Registry: Malta and Ecuador. 

*Celebrity Cruises reserves the right to impose a fuel supplement of up to $10 per guest per day on all guests if the price of West Texas Intermediate fuel exceeds $65.00 per barrel. 

To book a cruise, contact one of our Celebrity Certified Vacation Planners at 888-307-8485, or go to CelebrityCruises.com.
The Celebrity Brand Identity Guidelines

DIRECT MAIL CAMPAIGN
Multiple-fold layout.

The Caribbean.
Sunny and 72°.
With a 180° ever changing view.

Celebrity Cruises®
Designed for you™

Contact your local Travel Agent, call 1-888-305-9153 or go to CelebrityCruises.com. To view all Celebrity Solstice® special offers go to: CelebrityCruises.com/SolsticeOffers

Celebrity Solstice®
7Night Eastern Caribbean Cruise
YEAR-ROUND Fort Lauderdale Round-trip Jan-Apr 11; Nov 14, Apr 24, 2010/WESTERN APR 18 - Nov 7, 2010

Celebrity Summit®
7Night Southern Caribbean Cruise
San Juan Round-trip Jan-Apr 10; Oct 30, 2010-Apr 23, 2011

Contact your local Travel Agent, call 1-888-305-9153 or go to CelebrityCruises.com.

*CELEBRITY CRUISES RESERVE THE RIGHT TO IMPOSE A FUEL SUPPLEMENT OF UP TO $10 USD PER GUEST PER DAY ON ALL GUESTS IF THE PRICE PER diEM... AND CONDITIONS APPLY.

Celebrity Cruises®. Seven nights of paradise, all year long.

From the sun-drenched velvety drifts and sanddivi-divi trees of Tortola to the steel drum echoing cobblestone streets of San Juan, nobody serves up the vibrant Caribbean islands like Celebrity Cruises. Just ask Condé Nast Traveler whose Reader’s Poll just confirmed it by declaring us “... For more great offers go to CelebrityCruises.com/SolsticeOffers

For more great offers go to CelebrityCruises.com/SolsticeOffers.
**CelebrityLife™**

Inspired onboard programs designed just for you.

Welcome to CelebrityLife, an exciting new variety of activity sessions, intellectually stimulating and life-renewing onboard programs designed with your interests in mind. Choose from the very best in culinary, enriching, and healthful, with our three core series — Stars, Discover and Renew.

○ Fame—how the proper glass enhances the flavor of your favorite Port? 
○ Comparative Wine Crystal Workshop. Pick up French faster than you can say, “Je m’aime a première vue!”
○ Through our unique partnership with Riedel®—one of the world’s foremost educational and winemaking experts — we’ve designed a series of programs designed to help you feel better, live longer, and look younger. These are just a few of the many possibilities that await you onboard each and every Celebrity cruise. To enjoy CelebrityLife, simply choose the programs that interest you most — or before your next cruise.

---

**Food as Art Series**

The Heartbeat of the Operation

AT aste of “Equinox”

StarChefsCookingCompetition

GlobalFlavors

Celebrity’sWorldWineTour andSilentAuction

Riedel®ComparativeWineCrystalWorkshop

TheArtofFoodandWinePairing

---

**Expanding your palate and celebrating your good taste.**

Hosted by TheFoodie — our onboard guide who shares his refined tastes, educated palate, and deep knowledge and passion for food and spirits.

---

**DigItal Series**

TheIntroduction

EmailforBeginners

InternetandEmailforBeginners

LearnYourLaptop

Photoshop®1

HowtoShopOnline**

InternetforTravelers**

LanguageLearningwithRosettaStone®**

LearnYourBlackberry®**

LearnYouriPhone®**

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**Expand Your Skills**

Photoshop2

Windows®XPTips&Tricks

BlackberryFunctions&Features

IntermediateEmail**

iTunesTips&Tricks**

top10CoolWebSitesYouShouldKnow**

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**TheTech**

CreateYourFreeOnlineTravelBlog**

Photoshop3**

WindowsMovieMakerFun

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**Enrichment Series**

Self-GuidedArtTour withLocalArtists**

Let’sDance

IntroductiontoDance (includesavarietyofstylessuchasBallroom,Cha-Cha-Cha,RhumbaandWaltz)

Whoknew2300˚couldbesocool. Andbloggingcouldbesohot. 

WithatravelblogordancelikeastarwithourCelebrityDancers.Getreadytodiscover somethingnew—andrediscoveryourself.

Hosted by TheCosmopolitan — our onboard guide whose style will inspire you to explore and experience something new.

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**Longevity Series**

LongevityClasses

FabAbs

Freshly-Squeezed

Chilates**

TaiChi

Yoga**

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**Longevity Seminars**

HealYourselfwithAcupressure

IntroductiontoAcupuncture

IntroductiontoChineseHerbalRemedies

SecretstoaFlatterStomach

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**Ageless Series**

AgelessClasses

CouplesMassage**

CouplesReflexology**

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**Ageless Seminars**

AgePrevention

AcupunctureFacialRejuvenation

IntroductiontoBotox®

PowerfulPosture

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**Wellness Experience**

Designed to bring you back to your best self.

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**Trade Sell Sheets**

The Cool Metallic Blend can be used when there is a concern with secondary printing of digitally transmitted communications (saving on user ink consumption) and multiple page communications.
CELEBRITY TODAY MASTHEADS
Onboard communications.
The Caribbean. Sunny and 72°. With a 100% chance of ice crystals.

From the sun-drenched velvety drifting sands and divi-divi trees of Aruba to the steel drum echoing cobblestone streets of St. Thomas, rob(2)lu serves up the island Caribbean islands for Celebrity Cruises. Just ask Condé Nast Traveler whose readers' poll just confirmed it by declaring us "1 Mega Ship Cruises to Live for 2009"! From our tranquil oases, designed to relax your tan and your sandy To being able to chill at the only ranch on the south of Margarita designed for playing in the ice crystals and melting your inhibitions away. Nobody can beat like Celebrity So, get Irish, eat like there's no tomorrow, dive the ancient ruins, just so long as you're back by five for your shiatsu and mango mojito.

Celebrity Cruises®
Designed for you®

CONSUMER DESTINATION POSTCARDS
The right balance of onboard activity and get-away-from-it-all destinations.
COPY VOICE

We speak from a position of relaxed confidence. It’s true, we’ve designed an experience unlike any other at sea. But we don’t need to scream to spread the word.

We celebrate our own brand without negating others. We don’t need to point out anyone else’s flaws to elevate ourselves.

We embrace a spirit of invitation rather than arrogant exclusivity. That means we represent ourselves as an “in-the-know” brand, not a “behind the velvet rope” brand.

We seek to use unconventional language to set us apart. This means we find select places to be daring with words, in an effort to inspire our audience.

We use emotional drivers to capture attention and inspire our prospective guests, then prove our unique experience through the rational display of our features and benefits.

We know that we speak to cruisers and therefore weave cruising terminology into our writing without excessive explanation.

We know that women comprise our main target audience, and so we bend copy in select circumstances to respect their sensibilities.

We speak concisely.
### COPY VOICE GUIDELINES

<table>
<thead>
<tr>
<th>Copy should sound:</th>
<th>Copy should not sound:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sophisticated</td>
<td>Pretentious</td>
</tr>
<tr>
<td>Confident</td>
<td>Arrogant</td>
</tr>
<tr>
<td>Smart</td>
<td>Attacking</td>
</tr>
<tr>
<td>Inviting</td>
<td>Dismissive</td>
</tr>
<tr>
<td>Tongue-in-cheek</td>
<td>Over-the-top</td>
</tr>
<tr>
<td>Relaxed</td>
<td>Juvenile</td>
</tr>
<tr>
<td>Understated</td>
<td>Out of control</td>
</tr>
<tr>
<td>Elegant but not stuffy</td>
<td>Silly or wild</td>
</tr>
<tr>
<td>Calmly Stated</td>
<td>Exclamatory</td>
</tr>
<tr>
<td>Modern</td>
<td>Old-world</td>
</tr>
</tbody>
</table>
COPY VOICE DIRECTION

Copy should be written in short and snappy sentence structures.

There should be smart, contemporary analogies delivered between modern cosmopolitan land based resorts and hotels and our venues onboard. Where appropriate, deliver to the Designed for...concept.

Headlines should be short, crisp, creative and play with the unexpected. A thought-provoking twist.

Destination specific copy should mix our cosmopolitan venues onboard with the exotic locations awaiting you just outside your window. Communicate that Celebrity is the better alternative for delivering the destination experience because of the unique combination of superior hardware plus our unique onboard experience.

A fine line. In order to deliver the unexpected, we are walking on the razor’s edge. Be sure to stay within the boundaries of good taste and sophisticated sensibilities (watch becoming too over-the-top playful or juvenile).
COPY VOICE SAMPLES

Brand Copy:

Designed for you. The devil is in the details.

Meticulous attention to detail. It’s what elevates style to high design. Food to haute cuisine. Service to new heights of pampering. It’s what raises a Celebrity cruise experience above all others. Attention to detail. Like a stateroom attendant who greets you by name. Or a server who remembers your love of Pinot Noir. Or a freshly manicured half-acre grass lawn—the only one at sea. Designed for your next bocce winning streak or barefoot picnic lunch as you sail the Côte d’Azur. Desire more than sweet, fresh-cut grass aromatherapy? Our AquaClass® Staterooms afford you complimentary access to the life-renewing Persian Garden, while our award-winning AquaSpa® by Elemis® serves up a progressive menu of rejuvenating treatments. Our celebrated restaurants offer fare designed to stimulate your palate and tickle your every fancy. Afterwards, kick-back with a night of entertainment designed to give you plenty to sink your teeth into. From our brand-defining Celebrity Solstice® Class of ships to our new Celebrity Life® onboard programs, we leave no detail of your vacation to chance. We’ve designed everything we do around the desires of the world’s most discerning traveler. You.

Celebrity Cruises®, Designed for you®.
COPY VOICE SAMPLES

Captain's Club Copy:

We designed a richly rewarding experience that’s centered on one thing. You.

Our new Captain's Club is more than a premier recognition and rewards program; it’s a community of people who relish some of the world’s finest experiences—stunning interior spaces, award-winning cuisine and unequalled personal service. But more important, it’s designed to make you the center of our attention. From the little things that make life more enjoyable; like premium onboard discounts, special event invitations and complimentary dry cleaning services. To the bigger perks like being able to whisk home that envious photo of yourself entitled “sunset mojito,” with complimentary internet minutes. Commingle with the captain at the Senior Officers’ Cocktail Party, or fraternize with friends during the evening social hour in the new Captain’s Club Lounge. With Celebrity's Captain's Club—the more you sail, the more rewarding your experience. Giving you even more to share with all your Facebook® friends.

Celebrity Life℠ Copy:

Celebrity Life℠—Inspired onboard programs designed just for you. And you, and you, and you.

Welcome to “Celebrity Life”, an exciting new variety of palate-pleasing, intellectually stimulating and life-renewing onboard programs designed with your interests in mind. Choose from the very best in culinary, enrichment, and wellness, with our three new series — Savor, Discover and Renew. Learn how the proper glass enhances the flavor of your favorite Cabernet Sauvignon at the Riedel® Comparative Wine Crystal Workshop. Pick up French faster than you can say, “le café s’il vous plaît” through our unique partnership with Rosetta Stone®. Or renew yourself with one of our many health and wellness options designed to help you feel better, live longer, and look younger. These are just a few of the many possibilities that await you onboard each and every Celebrity cruise. To enjoy Celebrity Life, simply choose the programs that interest you most — on or before your next cruise.
COPY VOICE SAMPLES

Caribbean Destination Copy:

The Caribbean. Sunny and 72°. With a 100% chance of ice crystals.

Sun-drenched velvety drifting sands and divi-divi trees. Steel drums and cobblestone streets. Cosmopolitan Martinis and stylish interiors. Award-winning dining, spacious verandas and superlative service. Nobody serves up the vibrant Caribbean islands like Celebrity Cruises®. Just ask Condé Nast Traveler whose Readers’ Poll just confirmed it by declaring us “#1 Mega Ship Cruise Line for 2009.” San Juan to Aruba. St. Maarten to Roatán. Our tranquil decks are designed to restore your tan and your sanity, while our cool Martini ice bar melts away your inhibitions. So, go forth and snorkel with manta rays and dive the ancient wrecks, just so long as you’re back by five for your Aroma Spa Seaweed massage and mango mojito.

Mediterranean Destination Copy:

Experience the cradle of civilization in the lap of luxury.

The Mediterranean. Where antiquity blends with modernity. Where ancient civilizations tell their tales from within today’s vibrant bustling cosmopolitan cities. Rome. Athens. Alexandria. The very capitols of human civilization are yours to discover from onboard one of the world’s crowning monuments to human engineering—your Celebrity ship. And with a Celebrity Cruisetour, you’ll get the best of land and sea, extending your upscale experience with a multi-night land tour through the cradle of the Italian Renaissance. Marvel at the great pyramids of Cairo as you return from a shore excursion. Ceremoniously surrender to your AquaSpa® by Elemis® therapist as she treats you to a decadent facial designed to make you feel like some modern day Nefertiti or Tutankhamen. Tomorrow, you awaken renewed, ready to discover the culinary secrets of Mediterranean Seafood Risotto.
COPY VOICE SAMPLES

Northern Europe Destination Copy:

Day of Vikings. Night of Escargots à la Bourguignonne.

Sail Northern Europe and follow in the historic wake of rugged Vikings. Walk in the footsteps of regal Czars. Strike an inner-peace accord with yourself in breathtaking Helsinki. Return from shore excursions spent strolling the palace-lined streets of St. Petersburg to the dramatically designed palatial open spaces of your Celebrity ship. Warm up with a premium vodka (over 100 to choose from) and Beluga Caviar Bellinis before dinner. No one would blame you for feeling a little like Russian nobility yourself. Stunning interiors, spacious verandas, award-winning cuisine, and superlative service. On a Celebrity cruise it’s as if you preside over your own floating kingdom. And by extending your voyage to the mainland with a multi-night Celebrity Cruisetour before or after your cruise, you’ll be ready to call these lands home. Tonight, you decree you’ll have the entertainment troupe perform a dazzling show, while you dessert upon Crème Brûlée and the world’s finest scotch. For tomorrow you sail on to conquer new lands.

Alaska Destination Copy:

Breathtaking, untamed, rugged wilderness. Cappuccino, anyone?

Alaska. The last frontier. The great untamed wilderness with its spectacular calving glaciers and breaching whales—it’s rugged coastline and pristine pines. And, there’s no better way to explore one of the last great natural wonders of the world than aboard one of the latest, greatest man-made wonders of the world—a Celebrity Cruises® ship. On a Celebrity cruise, you’ll enjoy intuitive service designed to make you feel all warm and fuzzy right down to your mukluks. Dine on award-winning cuisine designed to bring you the best of all things cosmopolitan in the one place farthest from civilization. Embark on unique shore excursions that extend your Celebrity experience beyond the ship—after all, where else can you helicopter above the expansive Mendenhall glacier? Marvel as you travel through the Inside Passage as your AquaSpa® masseuse keeps your neck limber in between bald eagle sightings. Or break-away completely with a multi-night Celebrity Cruisetour—before or after your cruise, bringing you right into the heart of the wild. Sip cappuccinos from your luxurious glass-domed traincar as you gaze out at cascading waterfalls and care free caribou. Walk in the wake of glaciers, dine on fresh Alaskan king salmon and reconnect with your soul, fireside.
COPY VOICE SAMPLES

Exotics Destination Copy:

Five-star treatment in the four corners of the earth? Exotic, indeed.

Imagine dining on warm goat cheese soufflé and mushroom crusted rack of Colorado lamb while overlooking colorful scarlet macaws and the Costa Rican rainforest. This is a Celebrity cruise. Envision being attended to by a staff whose service reminds you of a five star boutique hotel, with your spacious veranda opening out onto a beach of Galapagos sea lions. Unwind in an immersive AquaSpa® experience designed to take you from knotted and tense to relaxed and pleased as rum punch as you sail the Panama Canal. Or get-away-from-it-all with a Celebrity Cruisetour—a comprehensive adventure that combines the comforts of your cruise with a multi-night escorted land journey. Stand foot-to-hoof with a Machu Picchu llama and discover the true meaning of speaking with natives. If you want to visit the most exotic destinations on earth, you need a cruise line with a flair for the exotic, and a commitment to providing the caliber of service designed for the world’s most discerning traveler. You.

Celebrity Cruises®. Designed for youSM.
LEGAL NOTICES

Legal notices, mandatories and disclaimers are not as much fun as talking about our ships and the amazing destinations they take you to, but they are just as important. So please be sure to follow these few and simple rules.

Trademark Notice Symbols For Our Ships:

**Celebrity Solstice® Class**
- Celebrity Eclipse℠
- Celebrity Equinox℠
- Celebrity Solstice®
- Celebrity Silhouette℠

**Celebrity Century® Class**
- Celebrity Century®
- Celebrity Mercury®

**Celebrity Millennium® Class**
- Celebrity Constellation™
- Celebrity Infinity®
- Celebrity Millennium®
- Celebrity Summit®

Trademark Notice Symbols For Other Celebrity Services and Partner Services or Products:

- Celebrity Cruises®
- X®
- Designed for you℠
- AquaClass®
- AquaSpa®
- AquaSpa® by Elemis®
- AquaSpa® Café
- Celebrity Life℠
- Celebrity iLounge℠
- Celebrity Select Dining℠
- Qsine℠
- Uniquely Unordinary℠
- The Hot Glass Show℠
- Riedel Crystal®
- Leading Ladies℠
- LeapFrog®
- Frette® bathrobes
- Admiral T’s℠
- LifeFitness™
- Celebrity Cadets℠
- Sea & Stay℠
- SeaPass®
- Ensigns℠
- CruiseCare®
- CruiseMatch®
- Shipmates℠
- ChoiceAir℠
- Partner Booking Link℠
- Celebrity Discoveries Enrichment Series℠
- The Wilderness Express℠
- Glacier Dome Experience™
- Rocky Mountaineer®
- Redleaf Service®
- Rocky Mountaineer® Whistler Dome Service®
- Goldleaf Service®
- Rocky Mountaineer® Whistler Classic Service®
- Whistler Moutaineer® Coast Classic Service®
MANDATORIES

All Printed Consumer Pieces Should Include:
CelebrityCruises.com
© 2010 Celebrity Cruises Inc. Ships’ registry: Malta & Ecuador
800-852-7239

All Printed Pieces For The Trade Audience Should Include:
CruisingPower.com
Ships’ registry: Malta & Ecuador
800-437-3111

A WORD ABOUT TRADEMARKS
A name, a phrase, or a logo can be a trademark. Any word, symbol, or device used to identify a company’s products or services and distinguish them from those of other companies. Because trademarks are essential in building strong brands, they are extremely valuable assets. It is important that you use Celebrity trademarks carefully to prevent customer confusion about ownership and responsibility and to protect the valuable investment Celebrity has made in its trademarks.

Trademark symbols:
Use the appropriate symbol (TM, SM, or ®) the first time any Celebrity trademark appears in your copy. Celebrity keeps records of its most up to date trademarks and the appropriate symbols; for the most up to date list, contact Lindsay Fast via email at LFast@celebrity.com

Credit lines:
Include credit lines in all communications, listing the Celebrity trademarks that appear in your copy. Always list Celebrity and the Celebrity logo. Use the following form:

Celebrity Cruises, the Celebrity logo, and [ship name] are trademarks or service marks of Celebrity Cruises Inc., registered in the U.S. and/or other countries.

Place the trademark credit lines with other legal notices in your communications.

For more information:
If you have questions after you have reviewed the information provided in these Guidelines, contact Lindsay Fast via email at LFast@celebrity.com. Allow up to three days to receive a reply.
WEBSITE POLICIES

Celebrity invests substantial resources in developing the look and feel of its websites. This investment helps to let consumers know when they are at CelebrityCruises.com. Your website should have its own look and feel and should not copy the Celebrity website at CelebrityCruises.com. These requirements apply not only to your home page, but every page of your websites. Celebrity provides approved product information and marketing tools for travel agents at CruisingPower.com.

Guests rely on you to provide them with the most current information about Celebrity’s cruises and other products and services. The pages on your website that are dedicated to Celebrity’s cruises must be continually updated with the latest information from Celebrity.
DISCLAIMERS

Many products are available only on our Celebrity Solstice® Class ships, including The Lawn Club and The Hot Glass Show℠.

A Mention Of Any Of These Requires A Disclaimer:
“Available on Celebrity Solstice® Class only.”

For products not available on all ships, i.e. specialty restaurants, interlocking staterooms,
Please Use This Disclaimer:
“Not available on all ships.“

Any time an itinerary is listed in our communications,
It Must Include The Following Disclaimer:
“All itineraries and routes are subject to change.“

To Be Used In All Communications That Include A Price:
These general disclaimers must be included and should be edited to reflect the restrictions of the offer:
“Prices are in U.S. dollars, cruise-only, per person, based on double occupancy, on select sailings, and subject to availability. Certain restrictions apply. Itinerary and prices subject to change without notice. Government taxes and fees are additional. See the Important Information sections for more details.”

“Celebrity Cruises reserves the right to impose a fuel supplement on all guests if the price of West Texas Intermediate fuel exceeds $65.00 per barrel. The fuel supplement for 1st and 2nd guests would be no more than $10 per guest per day, to a maximum of $140 per cruise; and for additional guests would be no more than $5 per person per day, to a maximum of $70 per cruise.”

Essential Information To Include:
Celebrity reserves the right to change, whether via an increase or decrease, any published rates, including cruise rates and airfare charges, without prior notice. We reserve the right to impose on any existing booking or new bookings (whether paid in full or not) a supplement for fuel or other matters without prior notice as provided in our Passenger Ticket Contract which appears at http://www.celebritycruises.com/CruiseTicketContract. In addition, we reserve the right to pass through any third party imposed fuel or other surcharges, also without prior notice. The guest will remain liable for any applicable taxes, fees or surcharges that may be assessed by any governmental or quasi-governmental agencies.
AWARDS & HONORS

2009 “Best Premium Cruise Line” - Travel Weekly Readers’ Choice Awards
2009 “Best Premium Cruise Ship: Celebrity Solstice®” - Travel Weekly Readers’ Choice Awards
2009 “Best Rookie Ship: Celebrity Solstice®” - Travel Weekly Readers’ Choice Awards
2009 Ranked #1 “Top Mega Ship Cruise Lines” - Condé Nast Traveler’s Readers’ Choice Awards
2009 “A New Benchmark in Cruise Ship Design” - International Interior Design Association
2009 “Best Cruise Line” - Travel Trade Gazette (UK)
2009 “Best Healthy Dining” - Cruise Critic’s Annual Editors’ Picks Awards
2009 “Best Cruise Line Spa” - Recommend’s 13th Annual Readers’ Choice Awards
2009 “Best Cruise Lines Casinos” - Porthole 10th Annual Readers’ Choice Awards

Celebrity Cruises® - Ranked Among The Top 5 Large Ships For The 9th Year In A Row (Condé Nast Traveler Cruise Poll 2001-2009)

2009 “Best Mid-Size Cruise Ship Fleet” - MailPound Agents’ Choice Awards
2009 “Top Premium Cruise Lines” - Vacation.com’s Annual Award Based on Votes of 2,500+ Agencies
2009 “Best Premium Cruise Line” - Travel Weekly’s Annual Awards
2009 “Best New Ships” Celebrity Solstice® & Celebrity Equinox™ - Cruise Critic’s Annual Editors’ Picks Awards
2009 “Best Cruise Line” - Travel Trade Gazette UK Annual Awards
2009 “Best Premium Cruise Line” - Cruise News Spain
2009 One of The Top 10 “World’s Best Large-Ship Cruise Lines” - Travel + Leisure
2009 “Highest Customer Satisfaction” With 1,100 or More Guests - TravelAge West Magazine
2008 “Top Honors” - Bacardi Cruise Competition’s Rocks/Highball Cocktail Category
2009 “Best Cruise Line Cuisine” - Recommend’s 13th Annual Readers’ Choice Awards
2009 “Best Healthy Dining” - Cruise Critic’s Annual Editors’ Picks Awards
2009 “Outstanding Cruise Interiors” - ShipPax Awards, Sweden
2009 “Best New Hotels For Romance” - About.com Honeymoons Romantic Travel
2009 One of The Top 5 “Best Large Resort Ships” - Celebrated Living Magazine Readers’ Choice Awards
2009 One of The Top 10 “Best Spas on Cruise Ships” - SpaFinders’ Annual Readers’ Choice Awards
2009 “Best Cruise Line Spa” - Recommend’s 13th Annual Readers’ Choice Awards
2009 One of The Top 5 “Best Spas on Cruise Ships” - Spa Magazine’s Annual Readers’ Choice Awards
2009 “Outstanding Cruise Technology” - ShipPax Awards, Sweden