



Celebrity Cruises Significantly Expands Modern Luxury Suite Selections On Celebrity Reflection

Spa-inspired 'AquaClass' accommodations, hip 'Celebrity iLounge' and quirky 'Qsine' specialty restaurant among host of new additions

While celebrating the highly anticipated stateside debut of its stylish *Celebrity Silhouette* – the fourth and newest member of Celebrity Cruises' widely heralded Solstice Class fleet – Celebrity Cruises also is intensely focused on the fifth member of the class, *Celebrity Reflection*, which sets sail in the Fall of 2012. And when she does, she'll boast all the attributes that have netted Celebrity's Solstice Class the broadest array of honors in the brand's 20-year history – including Celebrity's #1 ranking in the large-ship category of the prestigious annual Condé Nast Traveler Readers' Choice Awards – and a host of entirely new features, including a significantly expanded array of luxury suites.

In designing *Celebrity Reflection*, the line focused on what could make the best even better, and already announced plans to add a new deck to allow for additional staterooms and the line's first AquaClass Suites, inspired by guest demand. And today, the line announced plans to also introduce Celebrity's first "Signature Suites," and the jaw-dropping new "Reflection Suite."

"Everything we introduced on *Celebrity Silhouette* illustrated our devotion to offering new and differentiated experiences for our guests, and the feedback we're receiving is rewarding validation that our guests love it – from The Lawn Club Grill, to The Porch, to The Alcoves, to The Hideaway, not to mention they continually tell us how much they love the first three Solstice Class ships," said Celebrity's President & CEO Dan Hanrahan. "On *Celebrity Reflection*, we've taken the opportunity to further elevate our onboard offerings, with entirely new 'Signature Suites' and our first 'Reflection Suite,' in addition to our first-ever AquaClass Suites, collectively creating the most vivid examples yet of the modern luxury that defines Celebrity."

CELEBRITY'S 'SIGNATURE SUITES' MAKE THEIR MARK

Located in a private area of the ship's 14th deck, *Celebrity Reflection*'s five Signature Suites each offer a 441-square-foot stateroom area and 118-square foot veranda, with floor-to-ceiling windows and veranda doors, all designed to maximize the stunning views of the sea. Celebrity's Signature Suites each can accommodate up to four guests, and will offer the luxurious 24/7 butler service that is a hallmark of every suite across the Celebrity fleet.

The entire area – including the stunning new Reflection Suite – features cardkey access exclusively for guests booked in the elite group of suites, such that a family or group of up to 26 guests traveling together can enjoy a private, six-suite modern luxury vacation experience.



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REFLECTING ON THE NEW 'REFLECTION SUITE'

Nestled in the highly desirable corner location near Celebrity's new Signature Suites, the Reflection Suite will be the brand's first two-bedroom suite, complete with a truly distinctive sea-view bathroom extending out over the edge of the ship, a veranda tub with soothing rain shower, and panoramic views courtesy of the wraparound veranda. The 1,636-square-foot Reflection Suite with 194-square-foot veranda – complete with Celebrity's luxurious 24/7 butler service – can accommodate up to six guests.

From today through December 11, 2011, Celebrity is offering its most loyal guests – Captain's Club members – an exclusive opportunity to be the first to book the new Reflection Suite and Signature Suites, before they open for booking among the general public December 12. Captain's Club members interested in booking during this private event are invited to call 1.800.760.0654 or contact their travel agent.

HIGH-TOUCH, HIGH-TECH NEW SUITE BEDDING

To provide an entirely new, breakthrough bedding experience for guests booked in Celebrity's Reflection Suite, Signature Suites and Penthouse Suite, Celebrity has partnered with Reverie®, a leading innovator in luxury bedding, to deliver the Reverie® Dream Sleep System™. The patented sleep system features a premium Reverie mattress that allows guests, with the assistance of their butler, to customize the softness of their bed.

Additionally, Reverie's exclusive technology enables the iPod Touch (third and fourth generation), iPhone 4S, iPhone 4, iPhone 3GS, iPhone 3G, iPad 2, iPad and Reverie Remote app to act as a remote control for the Reverie Sleep System, allowing guests to easily operate massage features and adjust the elevation of the mattress. Pressing "zero gravity" on the remote will take guests to a position in which the feet and head are raised slightly to improve circulation and relieve lower back pressure, creating the ultimate sensation of "weightlessness," similar to the sensation felt in a zero-gravity chamber.

Reverie also has integrated remote control technology into the Sleep System so guests can turn appliances around the room that are connected to the power outlet off or on with the touch of the screen on the iPod Touch, iPhone, or iPad. Guests can enjoy this innovative technology through an iPad provided in each of the new suites.



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To complete the innovative sleep experience, Celebrity's suite guests also will enjoy the custom-embroidered, 100% Egyptian cotton linens featured in Celebrity's new "eXhale" bedding program, which was introduced on the newly-Solsticized *Celebrity Infinity* December 3.

BY POPULAR DEMAND: CELEBRITY'S FIRST AQUACLASS SUITES

Driven by high demand for Celebrity's industry-first AquaClass category of spa-inspired accommodations, and by way of an additional deck being added to *Celebrity Reflection*, as previously announced, Celebrity will introduce on *Celebrity Reflection* the line's first AquaClass Suites. Each will offer 300 square feet of luxurious interior space and spacious 79-square-foot verandas, paired with all the amenities associated with Celebrity's AquaClass accommodations, including exclusive and complimentary access to the highly-rated specialty restaurant, "Blu," noted for its inviting, modern design and flavorful, healthy cuisine. The new suites also will offer the luxurious 24/7 butler service that is a hallmark of every suite across the Celebrity fleet.

In addition to the 34 new AquaClass Suites, *Celebrity Reflection* also will present an additional eight luxurious new Sky Suites, 19 additional plush ConciergeClass staterooms, and 11 additional inside staterooms, bringing the stateroom/suite total to 1,515.

"We gave a great deal of thought to how to ideally accommodate everything we're adding," said Hanrahan. "We're widening the ship slightly, enabling us to introduce each of these exceptional new venues without compromising an inch of Celebrity's premium space ratio and traffic flow."

Celebrity Reflection will offer 245 more loungers on its expanded pool deck to suit the increased overall guest capacity, as well as 45 additional seats in the Celebrity Theater, 118 in Oceanview Café, 24 additional seats each in Blu and in Tuscan Grille, four more in Qsine, and 40 additional seats in the main dining room, where Celebrity offers Celebrity Select DiningSM, the industry's first flexible dining option allowing guests to choose when they wish to dine on a flexible, day-by-day basis.

Celebrity Reflection will enter service October 12, 2012, on a nine-night European cruise from Amsterdam to Barcelona.