



Celebrity Cruises partners with The Breast Cancer Research Foundation®.

With their cool, contemporary design with warm spaces, inviting staterooms and personalized service, Celebrity Cruises' ships offer modern luxury, the perfect setting for vacationers looking to make the most of their precious time. Now, a new partnership with The Breast Cancer Research Foundation® (BCRF) will offer Celebrity's guests the opportunity to make a difference while enjoying valuable down time. A unique lineup of onboard experiences will help raise awareness and funds for The Breast Cancer Research Foundation, while celebrating life, hope and the satisfaction that comes with making a positive difference.

The breast cancer cause has been associated loosely with Celebrity since the launch of Celebrity Solstice® in 2008, where we selected cancer survivor Dr. Sharon Smith as the godmother. Since then, each of the Celebrity Solstice Class godmothers have been breast cancer survivors, women who have not let the disease define them, and women who have accomplished great things.

Now, we are introducing a series of onboard activities aimed at giving guests an opportunity to engage and share in our commitment to the cause, in a fun, meaningful and authentic way, while raising funds for The Breast Cancer Research Foundation.

- In November 2011, Celebrity will donate \$2 from the onboard sale on Celebrity Silhouette of each copy of Excite The Senses, to The Breast Cancer Research Foundation
- On each voyage of Celebrity Solstice, Celebrity Equinox, and Celebrity Silhouette, the Corning Museum of Glass Hot Glass Show gaffers will create and auction glass with 100% of proceeds to go to The Breast Cancer Research Foundation.
- By the end of January 2012, Celebrity will introduce an onboard dance activity aimed at raising funds and awareness for The Breast Cancer Research Foundation, while emphasizing wellness, fun, fitness and the celebration of life. The activity will include an exclusive t-shirt, which will also be available for individual purchase through activities staff/Guest Relations. Pricing has not yet been finalized.
- In mid-October 2011, Celebrity introduced a non-alcoholic pink cocktail, Sparkling Rose. This item will be offered throughout the year on a promotional basis, at a price of \$4. Celebrity will donate \$3 from the sale of each cocktail to The Breast Cancer Research Foundation. (Sparkling Rose is not available through beverage packages.)

About The Breast Cancer Research Foundation

The Breast Cancer Research Foundation's mission is to achieve prevention and a cure for breast cancer in our lifetime by providing critical funding for innovative clinical and translational research at leading medical centers worldwide, and increasing public awareness about good breast health. Currently, over 90 cents of every dollar donated goes to research and awareness programs.