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**CONTACT:** Elizabeth Jakeway (305) 539-6127  
[ejakeway@celebritycruises.com](mailto:ejakeway@celebritycruises.com)

Tavia Robb (305) 539-6721  
[trobb@celebritycruises.com](mailto:trobb@celebritycruises.com)

**CELEBRITY CRUISES TARGETS INCENTIVE AND MEETING GROUPS  
WITH NEW CORPORATE AMENITIES PROGRAM**

**MIAMI – January 8, 2007** – Celebrity Cruises has created a way for meeting and event planners to streamline their work and save money while connecting corporate groups with the world’s top-rated cruise ships, through its new Corporate Amenities Selection Program (CAS).

“No other cruise line has packages that differentiate corporate groups from affinity or promotional groups,” said Ron Gulaskey, Celebrity Cruises’ Director of Corporate Sales and Charters. “With the increasing popularity of incentive programs as a means of leveraging business, we could think of no better way for corporations to motivate their employees and top performers than by offering them the opportunity to be pampered with the ‘Celebrity Treatment’.”

In recognition of the pressure often placed on meeting planners to flawlessly execute exciting, unique travel experiences tailored to corporate groups, the CAS program aims to serve as a “one-stop shop” that will eliminate planners’ having to coordinate every detail.

“Corporations that book group cruises with Celebrity can save an average of 30 percent over the cost of comparable land-based packages, because five-star meals, world-class entertainment, and the use of meeting space and A/V equipment are already included,” Gulaskey said.

**More . . .**

A simple point system allows planners to select from a wide range of amenities for meeting attendees, including cookie trays with milk at turndown; Celebrity Chardonnay or Cabernet Sauvignon collectors' bottles; and travel essentials packages consisting of a luggage tag, document holder and lanyard. Available points are based on the particular departure the planner selects.

The CAS launch is the first phase of a series of new offerings geared toward corporate groups. The line plans to introduce more extensive options by the end of March 2007.

Celebrity Cruises offers comfortably sophisticated, upscale cruise experiences with highly personalized service, authentic five-star dining, and extraordinary attention to detail. Celebrity sails in Alaska, Bermuda, California, Caribbean, Europe, Galapagos Islands, Hawaii, Mexican Riviera, Panama Canal and South America, and will begin sailing in Australia and New Zealand in 2007. Noted for "The World's Best Large Ships," as voted by the readers of *Conde' Nast Traveler* (February 2006 Cruise Poll), Celebrity's current fleet will be joined by *Celebrity Journey* and *Celebrity Quest* in 2007, *Celebrity Solstice* in 2008, *Celebrity Equinox* in 2009, and a third Solstice-class ship in 2010. For more information, contact your travel partner, dial 1-800-722-5934 or visit the Celebrity site at [www.celebrityincentives.com](http://www.celebrityincentives.com).

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