

Brand Overview—

Within this section, you will get to know us a little better. You will learn about our unique history and discover what truly makes us tick. From our beginnings to our envisioned future—our *new* vision for the brand is designed to inspire you to create an extraordinary and memorable experience for each and every one of our guests.

IF YOU HAVE ANY QUESTIONS about any of the Celebrity brand guidelines, please do not hesitate to e-mail JHusak@celebritycruises.com.

About Celebrity—

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From The Beginning...

In 1989 the Chandris family introduced the first Celebrity Cruise ship—promising cruisers a new kind of vacation that would surpass all others in terms of service, value, sophistication, and exceptional quality. The inspiration for the “X” logo came from the Greek alphabet, as “X” is the symbol for the Greek letter “Chi,” which is the first letter in the Greek spelling of Chandris. However, more than a reference to the Chandris family, the “X” now serves as the face of the brand. It is a powerful graphic emblem with strong recall, perfect in balance, harmony, and symmetry.

The Celebrity “X” has always stood for one thing: *First in quality*. The brand’s understated elegance and superior service set it apart from the rest of the pack. Compared to other main line choices which continue to offer bigger and bolder, Celebrity continues to win loyal guests seeking a more sophisticated, comfortable experience. No other cruise line can provide the personal service that Celebrity can—giving everyone the chance to feel enlivened, recharged, and reconnected with family and friends. From the special and stylish dining to the exciting destinations and breath-taking excursions to the relaxing and indulgent spa treatments, Celebrity offers extraordinary moments of life as it should be.

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Target Audience—

BRAND OVERVIEW > TARGET AUDIENCE

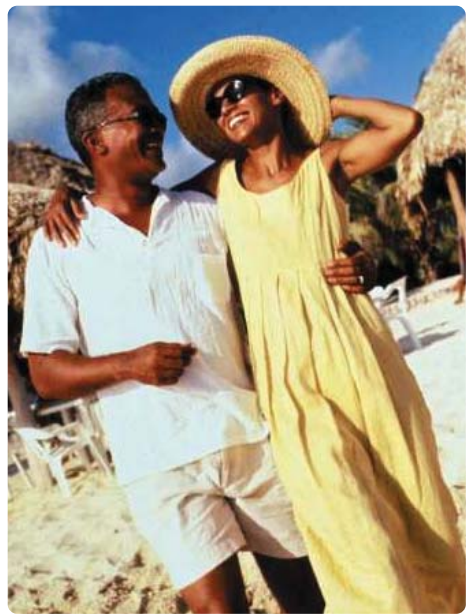
With a Youthful Heart...

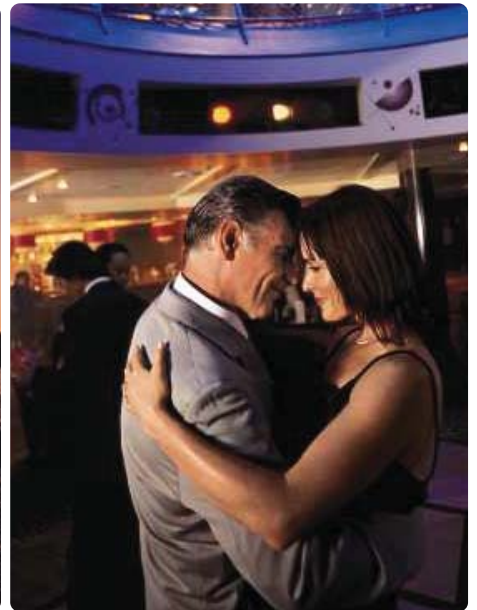
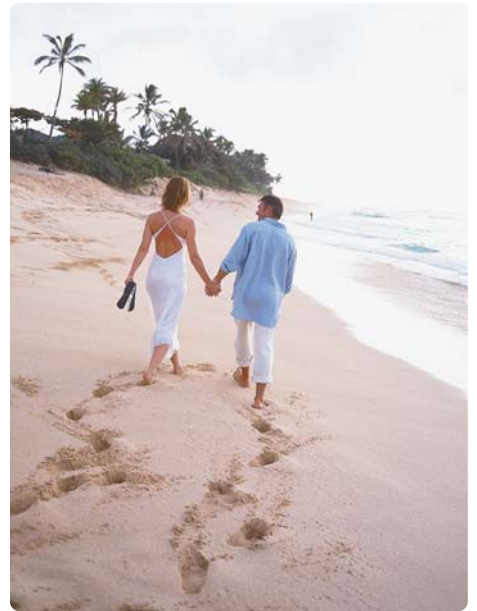
40-60 YEARS YOUNG and turning convention on its head—the big Boomer generation has arrived! 78 million strong, this forward thinking generation is ready for a little “me time.” Far from considering themselves old and ready for retirement, they’ve redefined middle-age and are primed to make the most of this time in their lives. This is the “I can do that” generation who rewrote the rules; who pushed all the boundaries...who continues to be in the center of it all—career, community, and as always, family.

Celebrity is a preferred choice among cruisers who have traveled enough to know that not all cruise lines are the same (70% of Celebrity’s guests are experienced cruisers). These discerning guests are choosing quality experiences. They aren’t as wooed by bells and whistles as they are the comfortable sophistication and first class service that Celebrity delivers like no other.

As a snap-shot of our amazing guests, these photos are meant to introduce and inspire you to this active and vibrant audience. Our goal is to show their hearts, emotions and passions—as you will discover, they are definitely *not* old, and they are certainly *not* boring. So let’s get ready for the greatest ride of our lives. **Celebrity Image Library:** You can access these and hundreds of other hi-resolution images by going to celebrityimagelibrary.com. **CelebrityTravel professionals can access the Celebrity Image Library by going to CruisingPower.com.**







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