

Celebrity Cruises Revamps Smoking Policy

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First premium cruise line to join trend toward cleaner-air environment

Cruise enthusiasts may praise the virtues of "sea air," but to many of them, what matters more is clean air. As more hotels and restaurants worldwide implement stricter smoking policies in order to promote healthier air, Celebrity Cruises also is taking action. Beginning October 1, 2008, guests on Celebrity's ships will enjoy fresher air as a result of a new policy that disallows smoking in Celebrity's staterooms or on stateroom verandas. The policy also will reduce the number of public areas in which guests can smoke onboard.

"We are proud to be the first premium cruise line to set a new standard toward creating an environment of cleaner air on our ships," said Celebrity Cruises President & CEO Dan Hanrahan. "We pay careful attention to what our guests have to say, and approximately 90 percent of them have told us they are non-smokers. By increasing the number of smoke-free areas onboard while still designating areas for those who smoke, our aim is to make the onboard experience as pleasant as possible for all of our guests."

The new policy, created after Celebrity polled past guests, will result in a cleaner, fresher and healthier environment on Celebrity's ships. Designated indoor areas where guests can smoke cigarettes include the port side of one lounge per ship and a designated slot machine area in each ship's casino. The new policy also designates outdoor areas where guests can smoke. These include the port side of the pool deck and sundecks on each ship, the port side of the Sunset Bar on Celebrity Century and on Celebrity's Millennium class of ships, and the port side aft outside of Winter Garden on Celebrity Galaxy and Celebrity Mercury. Celebrity's new Solstice class of ships, launching with Celebrity Solstice late this year, will follow the new policy beginning with the first sailing. Celebrity Solstice's Lawn Club and the Sunset Bar at the Lawn Club will not allow smoking. Violations to Celebrity's smoking policy may result in a \$250 cleaning fee charged to the guest's onboard account and may also be addressed through the line's guest conduct policy.

The new policy will go into effect on Celebrity's fleet on the first day of the first sailing to follow October 1:

- Celebrity Galaxy, Celebrity Infinity, Celebrity Mercury - October 3 sailings
- Celebrity Summit - October 4 sailing
- Celebrity Constellation - October 5 sailing
- Celebrity Century, Celebrity Millennium - October 6 sailings
- Celebrity Solstice, Celebrity Equinox - upon ship launch

Celebrity currently allows guests to smoke in staterooms, on stateroom verandas and in a number of indoor and outdoor public spaces. The exception is Celebrity Xpedition, the 92-person mega-yacht sailing year-round in the Galapagos Islands, which operates under a stricter policy than the rest of the fleet, allowing smoking only on the ship's outer decks, in designated areas.

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