

DIRECT MAIL LETTER TRAVEL CELEBRITY CRUISES

Writer: Noreen Compton

(EUROPE & TRANSATLANTIC – UNBOOKED)

(Name)
(Address)
(City, State, Zip)

Dear (NAME):

Thank you for your interest in Celebrity Cruises. As you read about our enticing destinations in Europe in the enclosed brochure you requested, consider these details, designed to make your cruise a trip to remember:

- Pleasant dreams will be yours all night on new bedding provided in every stateroom and suite
- Our new partnership with Las Vegas restaurateur Elizabeth Blau makes dining more delectable
- Staying in shape is simple with our state-of-the-art fitness equipment
- Keeping in touch is easy with our new wireless internet areas and enhanced cellular phone program

Why a Celebrity Cruise to Europe? Imagine visiting fine art museums, and standing in hushed silence outside castles and cathedrals. Explore winding country roads by bicycle and enjoy shopping and great food throughout the region.

A Cruise is an ideal way to visit exciting cities and also enjoy an unparalleled cruise experience. And you can add on a Shore Excursion, allowing you to experience first-hand the culture and beauty of the many ports visited during your cruise.

Or extend your Celebrity experience with a Cruisetour, which offers a land tour before or after your cruise, affording you the opportunity to explore enchanting regions not accessible by ship.

To learn more about what Celebrity offers or to book your cruise, consult your travel agent, call 1-888-305-9153 at extension 80876, or check out celebrity.com.

Find out for yourself why Celebrity was "Voted the World's Best Large Ships by Condé Nast Traveler for the sixth year in a row (2002-2007 Condé Nast Traveler Cruise Poll)." We look forward to seeing you onboard!

Sincerely,

Dan Hanrahan
President, Celebrity Cruises

P.S. To take advantage of the best prices and accommodations, it's best to reserve your Celebrity cruise early. For help selecting the perfect itinerary, call our Guest Vacation Specialists today at 1-888-305-9153 at extension 80876.