

PRESS RELEASE – October 21, 2008

Celebrity Cruises Names PUNCH! As Lead Creative Agency

NEW YORK Celebrity Cruises has named **PUNCH!** of Sykesville, Md as its new creative agency of record for its U.S. traditional creative account, according to **Laura Bajkowski** of [Bajkowski + Partners](#), the [agency search consultant](#).

Element 79, Il, had previously served the account for several years and was not invited to pitch.

Estimated at more than \$18 million in combined media spend, the assignment includes all traditional creative and production for the Celebrity Cruises and Azamara Cruises account.

According to **Wayne Wielgus**, who joined the cruise line as senior vice president of marketing earlier this year, “PUNCH! understands the various travel segments that are central to our brands, and combines branding, design and promotional elements that will engage and persuade today’s traveler.” He added, “PUNCH! will integrate well with the other agencies on our roster” which include **Sapient**, Fl and **PGR Media**, Ma.

The list of other agency participants was not disclosed.

About Celebrity Cruises and Azamara Cruises

Celebrity and Azamara, units of Royal Caribbean Cruise Lines, offer comfortably sophisticated, upscale cruise experiences with highly personalized service, exceptional dining, and extraordinary attention to detail. Celebrity sails in Alaska, Australia/New Zealand, California, Canada/New England, the Caribbean, Europe, Galapagos Islands, Hawaii, the Pacific Coast, Panama Canal and South America. The line also offers unique cruisetour vacations in Alaska, Australia, Canada, Europe and South America. This year, Azamara Cruises presents the best of South America and the Panama Canal, elite Asia, the most captivating Caribbean and enchanting Europe.

About Bajkowski + Partners

Headquartered in New York City, Bajkowski + Partners is a specialized consulting firm providing global and regional clients with marketing management and agency search consulting services that deliver customized solutions to today’s business challenges. Laura Bajkowski is managing principal of Bajkowski + Partners and can be reached at Laura@Bajkowski-Partners.com or ++212.226.3919. www.bajkowski-partners.com www.twitter.com/laura_bajkowski ©2008 Bajkowski + Partners. All Rights Reserved.