

Celebrity Cruises Signs Agreement for Onboard's IssuTrax™ Software

Miami, FL – December 22nd, 2009 – Onboard announced today that it has signed a contract with Celebrity Cruise Line for its IssuTrax™ AVO System onboard the Celebrity Constellation, which it had been piloting for several months. Celebrity has also purchased the IssuTrax Mobile™ module, a handheld device designed to run in a connected or disconnected environment that connects to the IssuTrax™ database via Wifi or cradle.

Unplanned maintenance requests are typically managed through a combination of phone calls, paper forms and adhoc conversations in the hospitality industry. This is a time consuming process that lends itself to miscommunication and de-centralized data collection.

Now with Onboard's IssuTrax™, all issues and requests are centralized in one system and can automatically be routed to a department or user for assignment via various communication tools. Onboard co-founder and Managing Partner Jimmy Lopez says, "Our customers can better manage the entire lifecycle of any issue or request and can quickly see the most frequent issues, escalated issues, and the areas creating the most issues all through a graphical dashboard. From the moment an issue is created to the time it is closed all response times to actions are tracked and recorded. Management can see exactly how long and how often certain issues occur and in some cases prevent them from even occurring again. Without such a system a hotel or cruise line can only manage the complaint on a location by location basis having little information to make the best and most informed decision".

Onboard's IssuTrax™ can connect directly to a site's property management system, phone system for IVR functionality, and other external systems such as SpecTec's AMOS. The system can be accessed from anywhere in the world and all sites (databases) can be replicated to a single corporate headquarters system for data analysis and access to specific issues

About Celebrity Cruises

Celebrity Cruises is designed for discerning cruisers, with modern, sophisticated environments, impeccable service, enriching and inspiring onboard programs, and world-class cuisine. The ultimate in premium cruising, Celebrity sails in Alaska, California, Canada/New England, Europe, the Pacific Coast, Panama Canal, South America, and year-round in the Caribbean and the Galapagos Islands. Celebrity also offers immersive cruise tour experiences in Alaska, Canada, Europe and South America. Celebrity's mega-series of honors include being named the top mega-ship line in Condé Nast Traveler's annual Readers' Choice Awards (November 2009). Celebrity's fleet currently consists of nine ships. Its \$3.7-billion investment in building five stylish Solstice Class ships between 2008-2012 represents the largest five-year investment in premium cruising.

About Onboard Software and Onboard Technical Services

Onboard provides cruise lines of all sizes with shipboard technical and management services, as well as its suite of software products: CyberCafe@Sea™ a wired/wireless Internet Café, IssuTrax™ AVO a facility maintenance and guest services application, Check-In@Sea™ an e-NOA/D and APIS compliant passenger check-in system, and CurrencyXchange™ a foreign currency exchange system. For more information please visit www.onbts.com or call +1 (305) 860-7760.