

For Immediate Release

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## **Celebrity Cruises signs Fleet-wide Contract for Onboard's IssuTrax™ Facility Maintenance Management Solution**

Miami, FL – April 14, 2011 – Onboard, a respected provider of software solutions for the global maritime industry, announced today that it has signed a fleet-wide contract with Celebrity Cruises for its IssuTrax™ Facilities Maintenance Management system.

"We decided on Onboard's IssuTrax™ software after an extensive and thorough assessment while it was in production on a Celebrity vessel," said Karen Blair, Director, Accommodations Maintenance for Celebrity Cruises. "IssuTrax™ empowers our onboard personnel with the tools and framework to provide the highest level of service within the industry when addressing guest related matters. The IssuTrax™ system streamlines our onboard facilities management processes by interconnecting our staff, locations, and assets in a centralized system that offers real-time collaboration on work orders and scheduled tasks. With IssuTrax™ we can help enable our guests to continue to rate Celebrity ships among the best in the world."

"We are very proud to have been selected by Celebrity Cruises to implement our IssuTrax™ solution onboard the Celebrity fleet. To have the trust of such a well-known and respected organization is a great endorsement of our leadership in the delivery of facilities maintenance software for the cruise market." said Onboard co-founder and Managing Partner Jimmy Lopez. "Onboard's experience and proven ability to deliver results that meet our clients' software needs are the foundation of this agreement."

The IssuTrax™ Facilities Maintenance System provides an intelligent automated workflow solution eliminating the manual and paper processes while promoting a greener environment. IssuTrax™ is used to manage facility maintenance tasks, guest requests, complaints, incidents, and more. The web based interface and graphical dashboard can be accessed from any PC on the ship or from the shoreside office. The system interfaces to the major cruise line PMS providers to capture guest details; it also interfaces to SpecTec's AMOS system, can be integrated with the ships PBX system for opening and closing issues via IVR, and also supports the use of handheld mobile devices. Two-way replication allows all sites to be combined into a single headquarter data warehouse system for data analysis and access to specific issues.

### **About Celebrity Cruises**

Celebrity Cruises' iconic "X" is the mark of the world's top-rated premium cruise line, with spacious, stylish interiors; dining experiences elevated to an art form; personalized service,

with a guest-to-staff ratio of nearly 2:1; unexpected, trendsetting onboard activities, all designed to provide an unmatched experience for vacationers' precious time. Celebrity sails to Alaska, Australia/New Zealand, Bermuda, California, Canada/New England, the Caribbean, Europe, Hawaii, the Pacific Coast, Panama Canal, South America, and year-round in the Galapagos Islands. Celebrity also offers immersive cruisetour experiences in Alaska, Australia/New Zealand, Canada, Europe and South America. One of the fastest-growing major cruise lines, Celebrity's fleet currently consists of nine ships, with two additional Solstice Class ships scheduled to join the fleet: Celebrity Silhouette in July 2011 and Celebrity Reflection in Fall 2012. For more information, call your travel agent, dial 1-800-437-3111.

### **About Onboard Software**

Onboard is a leading provider of software and technical management solutions for the global maritime industry with a suite of maritime software products that includes: 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](http://www.onbts.com) or call +1 (305) 860-7760.

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