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ROYAL CARIBBEAN RECEIVES TOP RECOGNITION FROM *INFORMATIONWEEK* MAGAZINE

MIAMI, October 1, 2010 – Royal Caribbean International received recognition for its innovative information technology initiatives onboard the global cruise line's largest and most revolutionary ship, *Oasis of the Seas* during last week's *InformationWeek* 500 Conference. Taking place in Monarch Beach, Ca. more than 500 companies were in attendance to discuss how technology innovation was being used to advance the agenda of business. During the awards gala, the cruise line was awarded a ranking of ***41 out of a list of 500 companies for the most innovative uses of technology as well as*** a coveted spot on *InformationWeek* Magazine's ***20 Great Ideas to Steal*** list. In addition, Royal Caribbean won the best in ***Customer Intimacy*** award.

"This special recognition is truly a testament to Royal Caribbean's continued dedication to innovation, and a reflection of true business and IT collaboration," said Bill Martin, vice president, Chief Information Officer, Royal Caribbean Cruises LTD. "I am extremely proud of our employees for their hard work and the sacrifices everyone made to build this incredible ship which has drawn so much attention in the travel industry."

Royal Caribbean achieved the recognition, and the spot on *InformationWeek* Magazine's "20 Great Ideas to Steal" list for its innovative uses of digital signage aboard *Oasis of the Seas*. The signage consists of a network of more than 300, 46-inch monitors strategically placed around the ship to provide information and improve the guest experience. The displays vary from passive screens with safety demonstrations and information on guest activities to fully integrated and interactive touch panels that provide real-time information regarding amenities on the ship such as the capacity at the dining venues. In addition, to support the global nature of the guest mix, the digital signage supports multiple languages, including English, Spanish, French, Italian, German and Portuguese.

The *InformationWeek* 500 is an annual survey which analyzes and ranks the most innovative corporate users of information technology. Now in its 23rd year, it tracks the technology, strategies, investments and administrative practices of some of the best-known organizations in the country.

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Royal Caribbean International is a global cruise brand with 21 ships currently in service and one under construction. The line also offers unique cruisetour land packages in Alaska, Dubai, Europe, Australia and New Zealand, and South America. For additional information or to make reservations, call your travel agent, visit www.RoyalCaribbean.com or call (800) ROYAL-CARIBBEAN. Travel professionals should visit www.cruisingpower.com or call (800) 327-2056.

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