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ALL ABOARD!!!

**ROYAL CARIBBEAN INTERNATIONAL® SETS SAIL DOWN
THE STREETS OF NEW YORK CITY THIS NOVEMBER IN THE
87TH ANNUAL MACY'S THANKSGIVING DAY PARADE®**

New York, NY – May 7, 2013 – A magical voyage will begin this Thanksgiving as Royal Caribbean International®, the award-winning global cruise line returns to the lineup of the 87th Annual Macy's Thanksgiving Day Parade®. On Thursday, November 28th, the brand new Royal Caribbean float will set sail for a fun-filled family journey that will help ring in the start of the holiday season for millions.

"Royal Caribbean cruise vacations are known as the ultimate in family entertainment at sea, so it's fitting that they will join us this Thanksgiving as we kick-off the holidays for millions of families nationwide," said Amy Kule, Executive Producer of Macy's Thanksgiving Day Parade. "Designed by the artists of Macy's Parade Studio, the new Royal Caribbean float promises to astonish audiences as it makes its maiden voyage down the streets of Manhattan this November."

"As the leading global cruise line offering families incredible vacations only found with Royal Caribbean we are thrilled to be partnering with the Macy's Thanksgiving Day Parade and to participate in an iconic event that brings friends and family together," said Lisa Bauer, Executive Vice President, Global Sales and Marketing, Royal Caribbean International. "We hope that our float will WOW Parade spectators and those watching at home just like our ships WOW guests all over the world."

Celebrating the fall 2014 debut of the revolutionary *Quantum of the Seas*, a quantum leap forward in cruise ship design, the float will reflect the adventure and excitement of cruising on a Royal Caribbean ship. While the design is a closely guarded secret, the float will no doubt live up to both brand's world-class family entertainment legacy.

To help kick off the partnership, Royal Caribbean is offering guests the chance to book an ocean view or balcony stateroom for the fare of an interior or ocean view stateroom, respectively, on select Bahamas, Bermuda and Caribbean itineraries. Staterooms must be booked from May 1st through June 5, 2013*. Whether celebrating Mother's Day, Memorial Day or Father's Day, now is the perfect time to celebrate onboard a Royal Caribbean cruise ship.

The 87th Annual Macy's Thanksgiving Day Parade airs nationwide on NBC-TV, on Thursday, November 28, 2013 from 9:00 AM - 12:00 PM in all time zones.

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About the Macy's Thanksgiving Day Parade:

With more than 50 million viewers across the country and more than 3.5 million spectators that line up along the streets of New York City each year, the Macy's Thanksgiving Day Parade is a national icon that has grown into a world-famous holiday event. For more than 85 years, the Macy's Thanksgiving Day Parade has marked the official start of the holiday season. Growing in size and scale, the Parade proudly marches down a more than 2-mile route in New York City with more than 8,000 participants in tow including Macy's employees, their families, celebrities, athletes, clowns and dance groups spreading holiday cheer. The Parade also features America's best marching bands, fabulous floats and Macy's signature giant helium character balloons. For more information on the Macy's Parade please visit www.macys.com/parade or call the Parade hotline at (212) 494-4495.

About Royal Caribbean International:

Royal Caribbean International is an award-winning global cruise brand with a 40-year legacy of innovation and introducing industry firsts never-before-seen at sea. The cruise line features an expansive and unmatched array of features and amenities only found on Royal Caribbean including, jaw-dropping, Broadway-style entertainment and industry-acclaimed programming that appeals to families and adventurous vacationers alike. Owned by Royal Caribbean Cruises Ltd. (NYSE/OTC: RCL), the cruise line sails 21 of the world's most innovative cruise ships to the most popular destinations in the Caribbean, Europe, Alaska, South America, the Far East, and Australia and New Zealand. World renowned for its friendly and engaging Gold Anchor Service, delivered by every staff and crew member, Royal Caribbean has been voted "Best Cruise Line Overall" for 10 consecutive years in the *Travel Weekly* Reader's Choice Awards.

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* The offer applies to new U.S. and Canadian individual bookings made on May 1 through June 5, 2013 aboard select Royal Caribbean International ships departing from September 1 through December 15, 2013 on 3- to 10-night sailings in the Bahamas, Bermuda or Caribbean subject to availability. For more information, please visit <http://www.royalcaribbean.com/freeupgrades>