



® MEDIA CONTACTS: Tracy Quan (305) 539-6577
tquan@rccl.com

Harrison Liu (305) 982-2363
hliu@rccl.com

ROYAL CARIBBEAN INTERNATIONAL NAMES NEW SENIOR VICE PRESIDENT OF MARKETING

MIAMI, June 14, 2013 – Royal Caribbean International today announced the appointment of Carol Schuster to Senior Vice President of Marketing. Ms. Schuster joins the global cruise line with a proven track record and extensive background in building global brands, as well as new market entry, and will oversee all aspects of marketing for Royal Caribbean including brand strategy and positioning; consumer and trade advertising; digital and social media; and one-to-one and loyalty marketing.

“We are thrilled to welcome Carol Schuster to Royal Caribbean’s leadership team and look forward to her building on the success that the brand has already achieved,” said Lisa Bauer, Executive Vice President of Global Sales and Marketing, Royal Caribbean International. “Carol’s extensive global marketing experience will play an integral role in our continued growth into established and emerging cruise vacation markets around the world.”

Most recently, Ms. Schuster ran a global marketing and brand consultancy and spearheaded the launch of U.S. women’s luxury apparel company, Lafayette 148 New York, in China. Prior to that, she held the position of worldwide managing director, Global Brand Management at the advertising agency, Ogilvy and Mather. She also held senior executive level positions at D’Arcy Masius Benton & Bowles in New York. After the fall of the Berlin Wall in 1991, she was one of the first business and marketing leaders to enter Central and Eastern Europe to start-up the global network for the advertising agency.

Ms. Schuster graduated cum laude with a Bachelor of Arts in German language and literature at the University of Illinois at Urbana-Champaign. She received her MBA in Global Marketing/Advertising and Chinese from Thunderbird School of Global Management. Ms. Schuster has won numerous awards and recognitions for her contribution to the advertising and marketing industry and was named one of “25 Women to Watch” by Advertising Age. She has lived in North America, Europe and Asia and speaks English, Chinese, German and French.

(more)

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.

Media can stay up-to-date by following @RoyalCaribPR on Twitter, and visiting RoyalCaribbeanInternationalPR.tumblr.com and RoyalCaribbeanPressCenter.com. **Travel professionals** should go to Cruisingpower.com; or call (800) 327-2056; and follow [Facebook.com/VickiLovesTravelAgents](https://www.facebook.com/VickiLovesTravelAgents). For additional information or to make reservations, **vacationers** should call their travel agent; visit RoyalCaribbean.com; or call (800) ROYAL-CARIBBEAN. Follow us on Facebook at [Facebook.com/RoyalCaribbean](https://www.facebook.com/RoyalCaribbean) or on Twitter @RoyalCaribbean.

#