



**ROYAL CARIBBEAN INTERNATIONAL ENLISTS CELEBRITY EXPERTS
FOR NEW *QUANTUM* EXPERIENCE ADVISORS PROGRAM**

Interior Designer and HGTV Star Genevieve Gorder Revealed as First Advisor to Quantum class of ships

MIAMI, Sept. 9, 2013 – Royal Caribbean International, the cruise line known for its innovative, industry-leading ship design, amenities, programming and activities is once again taking steps to ensure that its newest class of ships, the Quantum-class, debuts with the hottest, most exciting lineup of offerings at sea. The cruise line today announced the introduction of the *Quantum* Experience Advisors program featuring a group of celebrity experts in fields such as design, sports & fitness, entertainment and others who will work hand-in-hand with Royal Caribbean’s internal teams to provide their expertise to help shape interior design, key amenities and activities on the Quantum-class. *Quantum of the Seas* and *Anthem of the Seas* are set to debut in November 2014 and April 2015 respectively.

The *Quantum* Experience Advisors are lending their professional know-how to ensure every aspect of the guest experience has been maximized to the fullest extent. They are actively involved in making pivotal decisions that will make a lasting impression on the Quantum class of ships, and developing new programs and features for guests to enjoy. Royal Caribbean is documenting the process through a series of online videos allowing guests to follow along and get an inside glimpse of the Advisors in action.

“Our teams at Royal Caribbean are always leading the charge in terms of delivering innovative and industry-leading ships and programming and now, by teaming up with some of the brightest and most talented professionals in their respective fields, we are sure to make the Quantum-class some of the most amazing ships to ever set sail,” said Lisa Lutoff-Perlo, Executive Vice President, Operations, Royal Caribbean International. “Guest experience is our number one priority and our *Quantum* Experience Advisors are bringing fresh insights, opinions and perspectives to help us deliver the kinds of WOW moments that can only be found on Royal Caribbean.”

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Starting with design, Royal Caribbean has partnered with Genevieve Gorder, one of America's favorite interior designers and the most popular television personalities on HGTV, as the *Quantum* Experience Advisor for Design. Gorder is collaborating with Royal Caribbean's newbuild and design team to offer insights and opinions and influence the décor and furnishings of the loft and suite accommodations onboard *Quantum of the Seas*.

Since May 2013, Gorder has been participating in collaborative design sessions where she has had the opportunity to immerse herself in the ship's design process and has reviewed plans, fabrics, carpets and furnishings for the ship's luxurious accommodations. The sessions have allowed Gorder and the design team to provide a more cohesive look and feel to the onboard suites and lofts. Her soulful and whimsical style will be felt throughout the lofts and suites and many of her signature touches such as color, fabric and patterns will be incorporated throughout the design. The next few months will find the design team visiting Gorder's hometown of New York City to see what inspires her as well as a trip to see the ship being built at the Meyer Werft shipyard in Papenburg, Germany. The entire process will be documented and shared at www.RoyalCaribbean.com/QuantumoftheSeas.

"It's exhilarating to work with Royal Caribbean, a brand known for pushing the envelope in ship design and innovation," said Gorder. "This has been an incredible process, learning what it takes to make everything come together from hardware to soft goods to little design details. This project has been like nothing I have ever worked on before and is giving me the chance to collaborate with a team of ship building experts to come up with designs that will work onboard a ship as well as inspire every guest that stays onboard. This is their home away from home and it needs to feel amazing."

In addition to Genevieve Gorder, Royal Caribbean will be revealing several other *Quantum* Experience Advisors in the coming months. Guests can stay up-to-date on the program by visiting www.RoyalCaribbean.com/QuantumoftheSeas.

The new Quantum class will debut in fall 2014 with *Quantum of the Seas*, followed by her sister-ship *Anthem of the Seas* in spring 2015. *Quantum* ships span 16 decks, encompass 167,800 gross registered tons, carry 4,180 guests at double occupancy and feature 2,090 staterooms.

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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