



**Royal Caribbean Cruises Ltd. and World Wildlife Fund (WWF) announce global partnership to support ocean conservation**

*Five-year partnership sets ambitious and measurable goals to reduce company's environmental footprint and support WWF's global oceans conservation work*

DONSOL, Sorsogon, Philippines, January 25 -- Royal Caribbean Cruises Ltd. (RCL) and World Wildlife Fund (WWF) announced today a five-year global partnership to help ensure the long-term health of the oceans.

The partners will set measurable and achievable sustainability targets that will reduce Royal Caribbean's environmental footprint, raise awareness about ocean conservation among the company's more than five million guests, and support WWF's global oceans conservation work.

The targets announced today focus on supply chain sustainability and emissions reductions through 2020. Royal Caribbean and WWF also are working together to develop targets aimed at strengthening the company's sustainable sourcing strategy and its destination stewardship and sustainable tour operations platforms.

"Our mantra at Royal Caribbean is 'Continuous Improvement,' and this partnership with WWF represents a great opportunity to make a big step forward in meeting our special responsibility to protect the oceans," said Richard D. Fain, Chairman and CEO, Royal Caribbean Cruises Ltd. "It is also gratifying to see that our determination to make a meaningful difference is shared by our employees and our guests. This new partnership aligns all of us at RCL with WWF's mission to conserve the world's oceans. Together we are setting aggressive goals and together we will start implementing them right away."

"The threats that are facing the ocean are greater than ever – in the last 30 years, some ocean wildlife populations have declined by nearly 50 percent. If we are going to reverse the downward trends, we must take serious steps to repair, restore and protect the oceans," said Carter Roberts, WWF-US President and CEO. "This initiative centers on two core concepts: first, committing to specific and measurable targets to reduce carbon emissions, increase sustainable sourcing and build destination stewardship; and second, comprehensively engaging their millions of travelers to learn about the ocean and then act to help save it."

Royal Caribbean Cruises and WWF jointly developed new 2020 environmental sustainability targets for the company that include:

**Carbon Emissions 2020 Target:**

- Reduce greenhouse gas emissions by 35 percent by 2020.

**Sustainable Seafood 2020 Target**

- Responsibly source 90% of its wild-caught seafood by volume from MSC certified sustainable fisheries, fisheries in full assessment for MSC certification, comprehensive Fishery Improvement Projects (FIPs), and/or sourced from International Seafood Sustainability Association (ISSA) member companies.
- In North America and Europe operations, responsibly source 75% of its farmed seafood by volume from ASC certified responsible farms, farms in full assessment for ASC certification, and/or comprehensive aquaculture improvement projects.
- In addition, by June 30, 2016, RCL will set specific traceability goals with targets for obtaining MSC and ASC chain of custody.

In addition, Royal Caribbean and WWF have agreed to develop and announce new targets by June 30 that will address destination stewardship. As part of this, WWF and RCL will collaborate to strengthen RCL's destination sustainability assessment and selection process.

Royal Caribbean also will financially support WWF's global ocean conservation work through a \$5 million philanthropic contribution during the partnership, and will collaborate with WWF to build global awareness about ocean conservation issues among its millions of passengers.

The organizations made their announcement at an event in Donsol, Sorsogon, Philippines that is home to a model community-based ecotourism program. At the event, RCL also made a separate, \$200,000 donation to WWF Philippines in support of conservation programs in the Donsol area.

For more information about the partnership, visit:

**About Royal Caribbean Cruises Ltd:**

Royal Caribbean Cruises Ltd. (NYSE, OSE: RCL) is a global cruise vacation company that owns Royal Caribbean International, Celebrity Cruises, Pullmantur, Azamara Club Cruises and CDF Croisières de France, as well as TUI Cruises through a 50 percent joint venture. Together, these six brands operate a combined total of 43 ships with an additional six under construction contracts, and two on firm order. They operate diverse itineraries around the world that call on approximately 490 destinations on all seven continents.

**About World Wildlife Fund:**

WWF is one of the world's leading conservation organizations, working in 100 countries for over half a century. With the support of almost 5 million members worldwide, WWF is dedicated to delivering science-based solutions to preserve the diversity and abundance of life on Earth, halt the degradation of the environment and combat climate change. Visit [www.worldwildlife.org](http://www.worldwildlife.org) to learn more and follow our news conversations on Twitter @World\_Wildlife.

**Media Contacts:**

Royal Caribbean

Janet Diaz, [jdiaz@rccl.com](mailto:jdiaz@rccl.com)

Cynthia Martinez, [Cynthiamartinez@rccl.com](mailto:Cynthiamartinez@rccl.com)

World Wildlife Fund

Ian Morrison, [Ian.Morrison@wwfus.org](mailto:Ian.Morrison@wwfus.org)

Lorin Hancock, [Lorin.Hancock@wwfus.org](mailto:Lorin.Hancock@wwfus.org)