



DUBAILAND AND ROYAL CARIBBEAN INTERNATIONAL SIGN STRATEGIC JOINT MARKETING PARTNERSHIP

Proposed agreement will develop business synergies, contributing to the growth of the global tourism industry

Miami, May 4, 2009 – DUBAILAND, a member of Tatweer, and Royal Caribbean International, the world's largest global cruise line, today announced the signing of a memorandum of understanding towards the formation of a strategic marketing partnership, which is expected to provide a substantial boost to the cruise industry and the destination of Dubai.

The agreement's goal is to promote the development, growth and commercial success of the two brands through joint marketing and promotional activities in key global source markets. Royal Caribbean will feature DUBAILAND's key live attractions in their shore excursion programs, while DUBAILAND will actively promote Royal Caribbean's Dubai cruises through their global agency network.

From January to April 2010, Royal Caribbean International will introduce seven-night sailings aboard the *Brilliance of the Seas* from Dubai to an international mix of guests, in line with its signature style of cruising for active holidaymakers. Guests will have ample time to explore the spectacular city with overnight stays at the beginning and conclusion of the voyage.

DUBAILAND is the world's largest tourism, leisure and entertainment destination. Phase One of DUBAILAND is now open with its five live projects - including Dubai Autodrome in MotorCity, Dubai Outlet Mall in Outlet City, The Global Village, Al Sahra Desert Resort and Dubai Sports City, which contains the Ernie Els Golf Club, the Butch Harmon School of Golf and the Cricket Stadium - operational.

Currently the projects receive up to eight million visits annually, and are designed to add further variety to Dubai's tourism offering by providing visitors with exciting entertainment options and incredible value for money.

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Mohammed Al Habbai, Senior Vice-President of DUBAILAND, said: “As one of the premier global destinations, DUBAILAND is privileged to enter into this partnership with one of the globe’s leading cruise line operators. Our agreement can be recognized as a world-class initiative to add value to the emirate’s economy, increase visitor numbers and enhance the customer experience in Dubai and the region for residents and visitors. We are confident the deal will result in creating synergies that will contribute to the growth of regional and international tourism.

“The objective of the deal between DUBAILAND and Royal Caribbean International is to promote the growth and commercial success of the two brands through promotional activities in key global source markets, while contributing to the growth of the tourism industry worldwide.”

Adam Goldstein, President and CEO of Royal Caribbean International, said: “The partnership has been entered into at an opportune time as we gear up for the launch of our first Arabian dedicated season, and will help us actively promote our Gulf cruises and land programs while enhancing the Dubai offering for our mutual customers.

“Building on our reputation for introducing revolutionary cruise experiences, we share DUBAILAND’s commitment to an extraordinary guest experience. We strongly believe the deal will bring benefit to both brands on a global scale.”

Michael Bayley, Senior Vice President International for Royal Caribbean Cruises Ltd. added: “Our partnership with DUBAILAND increases our synergies in the region and develops our mutual international brand awareness and business opportunities.

“DUBAILAND shares our mission to innovate our respective industry segments and create the most memorable holiday experiences for our guests. We are delighted to partner with DUBAILAND to provide holidaymakers around the world with the best of land and sea when planning a trip to Dubai.”

Brilliance of the Seas is considered one of the most elegant cruise ships in the world. The ship features an open Centrum with 10-deck high windows and ocean-facing glass elevators, both of which will offer spectacular views of the passing shoreline and sea. On *Brilliance of the Seas*, the whole family can share in nine holes of mini-golf; scale the iconic rock wall, which Royal Caribbean first introduced to cruising; join a basketball game on the sports court; delight in riding the Adventure Beach waterslide; or challenge each other on one of the self-leveling pool tables in the Bombay Billiards Club.

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Guests also will enjoy Royal Caribbean's award-winning musical revues from Royal Caribbean Productions, multiple restaurants, lounges and discos throughout the ship, and world-class gaming in the Casino Royale. Throughout their stay, every guest will enjoy Royal Caribbean's Gold Anchor standard of friendly and engaging service from *Brilliance's* staff and crew.

DUBAILAND, a member of Tatweer and the world's largest tourism, leisure and entertainment destination has been designed to elevate the position of Dubai as an international hub for tourism. Covering an area of three billion square feet, DUBAILAND comprises an unparalleled portfolio of diverse mega projects that include theme parks, cultural attractions, spas, hotels and resorts, sports and entertainment venues. These world-class projects are being developed by respected international and local investors.

While phase One of DUBAILAND is now open with five operational projects, several other projects currently under construction include The Tiger Woods Dubai, Dubai Golf City, City of Arabia, F1X theme park at MotorCity, Dubai Lifestyle City, Palmarosa and Al Barari. Design and development is underway on world renowned theme parks including Universal Studios DUBAILAND™, Freej DUBAILAND, Dreamworks DUBAILAND, Marvel DUBAILAND, Six Flags DUBAILAND and LEGOLAND DUBAILAND. A product of extraordinary vision, DUBAILAND will be an attractive place to 'live, work and play', both as a leisure destination and an ideal setting for business and entertainment development.

Royal Caribbean International is a global cruise brand with 20 ships currently in service and two under construction. The line also offers unique cruisetour vacations in Alaska, Asia, Australia, Canada, Europe, South America and New Zealand. For additional information or to make reservations, call your travel agent, visit www.royalcaribbean.com or call (800) ROYAL-CARIBBEAN. For travel professionals, go to www.cruisingpower.com or call (800) 327-2056.

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RCCL Media Contact:

Brand PR International:

Elisabetta Raffo

+44 1932 834272

+44 7595 106410

eraffo@rccl.com

Dubailand Media contact:

Ashwini Chitnis

+ 9714 368 00 00

ashwini.chitnis@dubailand.ae