



**Pop2Life Gives Rihanna Fans an Ocean View From
Royal Caribbean International's *Oasis of the Seas*
Creative Marketing & Promotion Company sets the Stage
for an Exclusive Performance from the First AquaTheater at Sea**

October 23, 2009 (New York, NY) – After hearing her highly anticipated new single “**Russian Roulette**,” music fans from coast-to-coast are no doubt eager for a sneak-peak of Rihanna’s fourth album **Rated R**, being released Monday, November 23, 2009. Pop2Life brought Island Def Jam Music Group, Clear Channel Radio and Royal Caribbean International together to give lucky winners (and their invited guests) access to an exclusive, once-in-a-lifetime performance by Rihanna and a private three-night sailing onboard the cruise line’s new *Oasis of the Seas*, the world’s largest and most revolutionary cruise ship, debuting this November. Dedicated fans can win this money-can’t-buy experience by tuning-in to Clear Channel radio stations across the country weekdays beginning Monday, October 26, 2009 through Friday, November 6, 2009. Keywords will be announced throughout the day for listeners to text in for a chance to win.

Live from the Atlantic Ocean within eyesight of the Florida coast, Rihanna will be the first performer ever to take the stage onboard *Oasis of the Seas*’ AquaTheater, an amphitheater-style space that serves as a pool by day and dazzling ocean front theater by night. Winners and their guests will have VIP access to the concert on Thursday, November 19, 2009. Following the adrenalin filled night, guests will be among the first to enjoy a weekend onboard the highly anticipated *Oasis of the Seas*.

Rated R is Rihanna’s long-awaited follow-up to **Good Girl Gone Bad** (May 2007), which contained the non-stop string of hit singles that began with the MTV VMA and Grammy Award-winning global #1 hit “**Umbrella**” (featuring **Jay-Z**), then “**Shut Up and Drive**,” “**Hate That I Love You**” (featur-ing **Ne-Yo**), and “**Don't Stop the Music**.” **Good Girl Gone Bad** spent 98 total weeks on the Soundscan chart, earned cumulative sales of more than 36-times platinum in at least 20 territories around the world, and spun off the CD+DVD package **Good Girl Gone Bad: Reloaded** (January 2009) – which continued the string of hits with the #1 “**Take A Bow**,” and the #1 “**Disturbia**.”

About *Oasis of the Seas*

Boasting never before seen amenities, including the first living park at sea, an authentic handcrafted carousel, a thrilling zip line that races diagonally across a nine-deck high, open-air atrium, and multilevel loft suites boasting floor-to-ceiling windows with ocean views, *Oasis of the Seas* caters to any personal style, preference and mood. An architectural marvel at sea, *Oasis of the Seas* will span 16 decks, encompass 225,282 gross registered tons, carry 5,400 guests at double occupancy, and feature 2,700 staterooms. She will be the first ship to tout the cruise line’s new neighborhood concept of seven distinct themed areas, which includes Central Park, Boardwalk, the Royal Promenade, the Pool and Sports Zone, Vitality at Sea Spa and Fitness Center, Entertainment Place and Youth Zone. The ship will sail from her home port of Port Everglades in Fort Lauderdale, Fla. Additional information is available at www.oasisoftheseas.com.

(More)

About Pop2Life

With its core business in the entertainment industry, Pop2Life, based in New York City, specializes in creating exciting promotion and marketing initiatives that integrate music, television, radio, movies, sports and other pop culture brands to create unique consumer experiences that drive brand awareness and priceless word-of-mouth buzz. Clients include MTV Networks, Walt Disney Studios Motion Pictures, Clear Channel, Showtime Networks, FOX, Warner Brothers, Comedy Central, CBS Radio, and virtually all of the major record labels. www.pop2life.com.

About Royal Caribbean International

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

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