



ALLURE OF THE SEAS SET TO ENTICE VACATIONERS WITH DISTINCT FEATURES AND EXPERIENCES

*3-D Movie Screens, Trendy Retail Stores and New Dining Offerings aboard Royal Caribbean's
Newest Ship*

MIAMI, May 13, 2010 – When she debuts this December 2010, Royal Caribbean International's *Allure of the Seas* will bring a refreshing new array of features and amenities to the high seas as the world's next largest and most innovative cruise ship. Following the announcement of *Chicago: The Musical* as the ship's signature Broadway production, Royal Caribbean is sharing the next of several new onboard amenities that will surprise and delight *Allure of the Seas*' guests.

"*Allure of the Seas* will offer guests a new set of onboard amenities and entertainment and dining options that will help make a most memorable vacation," said Lisa Bauer, senior vice president, Hotel Operations, Royal Caribbean International. "Though *Allure of the Seas* and *Oasis of the Seas* are sister ships, each ship's distinctive onboard experience will offer guests a wide selection of choices that appeals to every age and lifestyle. Throughout, guests will also enjoy the Royal treatment, delivered by every member of our world-renowned friendly and engaging staff and crew."

Among the features being introduced aboard *Allure of the Seas* will include a **3-D Movie Screen**. The phenomenon of 3-D movies adds a new dimension to Entertainment Place, thanks to specially equipped 3-D screens in the ship's Amber Theater. Following suit, Royal Caribbean's popular *Freedom of the Seas* and *Liberty of the Seas*, as well as sister-ship *Oasis of the Seas*, also will be equipped with 3-D technology as soon as January 2011.

Combining the best of classic Mexican beach bars and Southern California's famed taquerias, **Rita's Cantina** will be a vibrant new restaurant in the Boardwalk neighborhood. Adults and kids alike will enjoy some of their favorite Mexican fare, such as shrimp ceviche tostadas, warm tortilla chips with salsa and fiesta guacamole, as well as entrées, such as fajitas, fish tacos and Chipotle-style flautas. The more casual setting will be a favorite lunch, snack or dinner spot for guests seeking a flavorful fiesta aboard *Allure of the Seas*. Rita's Cantina also will boast some of the best and widest selection of margaritas at sea, offering both authentic and signature concoctions mixed with a choice from the extensive list of quality tequilas, served on the rocks or frozen in a variety of fruit-flavor combinations. In addition, Rita Cantina will introduce new nightlife to Boardwalk with live guitar music, drinks and dancing. Rita's Cantina's design will include large open breeze ways and an outdoor seating area complete with high top tables and stools, and will be located in place of Seafood Shack aboard *Oasis of the Seas*.

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Also new to Boardwalk's dynamic and engaging scene will be **The Boardwalk Dog House**, an outdoor hot-dog specialty counter located where the donut shop is on *Oasis of the Seas*. Guests can choose from traditional hot dogs, wieners, brats, sausages and other delicious linked meats and a variety of toppings to split a long bun. The Donut Shop will remain on Boardwalk in a new location next to the Ice Cream Shoppe.

One of the world's most recognizable fashion apparel companies, **GUESS**, also will debut its first flagship store at sea this December in *Allure of the Seas*' Royal Promenade neighborhood. Guests will enjoy the latest stylish handbags, wallets, watches, shoes, jewelry, eyewear and perfumes in one of the largest GUESS accessory stores. The GUESS Accessory boutique will be located in place of Focus Photo Shop on deck six.

Guests also will enjoy new complimentary onboard conveniences, such as **guest services kiosks** in the Royal Promenade where guests can instantly view, print or e-mail their SeaPass folio or their personal calendar, or check-in and print airline boarding passes. Each stateroom aboard *Allure of the Seas* also will be equipped with an **Apple Ipad dock** for guests to set their own personal ambience.

Allure of the Seas will share the title of the world's largest and most revolutionary cruise ship with sister-ship *Oasis of the Seas*. An architectural marvel at sea, she will span 16 decks, encompass 225,282 gross registered tons, carry 5,400 guests at double occupancy, and feature 2,700 staterooms. *Allure of the Seas* will tout Royal Caribbean's exclusive neighborhood concept of seven distinct themed areas, which will include 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 alternate a Western Caribbean with an Eastern Caribbean seven-night itinerary from her home port of Port Everglades in Fort Lauderdale, Fla. Additional information is available at www.AllureoftheSeas.com.

Royal Caribbean International is a global cruise brand with 21 ships currently in service and one under construction. The line also offers unique cruisetour land packages in Alaska, Dubai, Europe, Australia and New Zealand, and South America. 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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