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**ROYAL CARIBBEAN ANNOUNCES
CROWN & ANCHOR SOCIETY ENHANCEMENTS**
Cruise Line Enhances Program to Better Recognize Members' Loyalty

MIAMI, June 01, 2010 – Royal Caribbean International today announced new enhancements to the cruise line's Crown & Anchor Society that will better recognize and reward the cruise line's loyal member guests. The new Crown & Anchor Society enhancements will begin rolling out on June 1, 2010, offering members the exclusive privilege to book their next cruise onboard and receive an onboard credit for their future sailing. Members also can apply their Crown & Anchor Society Savings Certificates and receive the onboard credit for their future booking, receive more individual attention and service from additional onboard Loyalty Staff aboard each ship, have priority notification of exclusive member specials, and exclusively receive added-value offers in the Crown & Anchor Society Ultimate Value Booklet.

"We listened to our member guests and are launching program enhancements to reflect what they told us matter most to them," said Betsy O'Rourke, senior vice president of Marketing, Royal Caribbean International. "The new exclusive benefits will add to those that members have enjoyed in the past and reflect Royal Caribbean's commitment to recognize and reward our loyal members who cruise with us again and again. There has never been a better time to be a Crown & Anchor Society member, and there is more to come."

Crown & Anchor Society members will now have the exclusive privilege to reserve their next cruise while onboard a Royal Caribbean vacation. The new and exclusive Onboard Booking Bonus offers members the exclusive privilege to book a future cruise onboard and receive an onboard credit to spend on the future sailing, which can now also be used with either a Crown & Anchor Savings Certificate or a Balcony and Suite Discount (the latter applicable for Platinum, Diamond or Diamond Plus members), offering member guests great savings for their next cruise. Travel agent partners will continue to earn commission for onboard bookings.

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An additional Crown & Anchor Society Loyalty Staff member also has been appointed aboard each ship to offer more personalized service and deliver the Royal treatment to each member guest. The Loyalty Staff members can help answer member guests' questions and help them reserve future cruises to take advantage of the new and enhanced vacation offers, available only to members of the Crown & Anchor Society.

Crown & Anchor Society members also will notice the new program enhancements both at home and onboard. Members will continue to enjoy first-to-know priority notice and access to new developments, special events, and exclusive offers that reward members for their loyalty. Travel agent partners also will be notified simultaneously. Onboard, member guests will be recognized every time they advance to a new level; and enjoy new enhanced benefits in their Ultimate Value Booklet, filled with new onboard savings for beverages, internet packages, photo and logo merchandise, supplementing classic favorites such as casino and spa discounts, to name a few. For more information and a new webisode about the loyalty program and its members, please visit www.RoyalCaribbean.com/CrownandAnchor.

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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