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ROYAL CARIBBEAN ANNOUNCES FIRST-EVER *ROYAL 5K* IN ST. MAARTEN FOR *ALLURE OF THE SEAS*' GUESTS

MIAMI, September 30, 2010 – From the cruise line that first introduced the active cruise vacation concept, Royal Caribbean International today announced the first-ever [Royal 5K](#) to be held in St. Maarten, on Thursday, December 16, 2010. Open to guests sailing aboard *Allure of the Seas*' December 12, 2010 voyage, fellow running enthusiasts can enjoy a seven-night Eastern Caribbean cruise aboard Royal Caribbean International's newest ship; and opt for an entire week of exclusive, vitality-themed activities, including port explorations through group fun runs, onboard seminars and lectures with high-profile athletes; and jog, sprint or walk a magnificent five-kilometer course, taking participants through one of the Caribbean's island jewels. There is a \$50 registration fee for adults, and \$35 for children, for booked guests who sign up onboard and in advance at <http://www.RoyalCaribbean.com/Royal5K>. Participating guests also will receive a commemorative race t-shirt, as well as exclusive access to a post-race reception on board.

"Royal Caribbean is delighted to offer this very special Royal 5K run in St. Maarten to *Allure of the Seas*' guests," said Lisa Bauer, senior vice president, Hotel Operations, Royal Caribbean International. "As part of our commitment to provide guests healthier vacation options, we look for opportunities like these to enhance our Vitality programming onboard and drive awareness of a health-conscious lifestyle. Coupled with an unprecedented line-up of new entertainment aboard *Allure of the Seas*, guests on this sailing will have a wide spectrum of exciting and heart-pumping options for an amazing cruise vacation."

While the Royal 5K will be offered exclusively as a shore excursion on *Allure of the Seas*, all guests aboard the sailing have the chance to set the first Royal Caribbean jogging track record. Guests are invited to sign up in advance for a time slot on Tuesday, December 14, to test their running speed. Certified with RFID timing technology, they can attempt to set the cruise line's record for the fastest run at sea on *Allure of the Seas*' 0.46-mile long jogging track, the longest at sea.

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Royal 5K participants also will be able to attend onboard seminars and receptions featuring running talents including Bart Yasso, the chief running officer of *Runner's World* magazine; Frank Shorter, an Olympic Marathon Gold and Silver Medalist; Sonja Friend-Uhl, a member of seven U.S. world teams, 2000 Olympic trials competitor in the 1500m, and currently ranked in the top 24 women in the U.S. for distances from the 5k to the Half-Marathon; and Sean Jefferson, an NCAA All American, 1600m National Champion and professional runner and tri-athlete.

Allure of the Seas shares 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 visit www.cruisingpower.com or call (800) 327-2056.

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