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ROYAL CARIBBEAN ANNOUNCES ENHANCEMENTS TO UNIVERSITY OF WOW! AND SEMINAR AT SEA AGENT PROGRAMS

MIAMI, January 23, 2008 – As part of the cruise line’s ongoing commitment to provide the best tools and training for its travel partners, Royal Caribbean International today announced the re-launch of its Seminar at Sea and the next phase of the University of WOW! training programs. Seminar at Sea will train agents on more specific areas of cruise vacation selling, awarding them up to 40 credits with the Cruise Lines International Association (CLIA). Royal Caribbean is the only cruise line in the industry offering CLIA credits for its onboard training program. Agents also can further bolster their knowledge of the industry and grow their business through new online modules on University of WOW!

“The enhancements to the University of WOW! and Seminar at Sea programs reflect our continued commitment to be responsive to our travel agent partners goals to maximize their business,” said Ken Muskat, vice president, Sales, Royal Caribbean International. “Our continued growth in the European and Exotic markets, for example, require specific focus on educating agents on geography so they can take advantage of selling these high yielding vacation opportunities. In addition, the programs help address different aspects of cruise sales and business management and are among many that Royal Caribbean offers our travel agent partners to help them enhance relationships with their customers and grow their own vacation selling brand.”

The newly revamped Seminar at Sea onboard training program helps Royal Caribbean travel partners increase sales and upsell to their customers. It is the first training program in the industry that offers agents general business development courses, such as Marketing Plans & Strategies, Closing the Sale and Niche Marketing. The program allows agents to experience a Royal Caribbean cruise vacation firsthand, while attending structured workshops throughout the sailing that focuses on particular segments of the travel industry. Courses, including leveraging value-adds for increasing business; working more effectively with Royal Caribbean; and building an agency brand, are tailored to address the specific concerns of attending agents.

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The second phase of University of WOW! unveils new training modules that will help travel agents strengthen their knowledge about world geography, shore excursions and cruisetours; acquire new business; and manage groups sailing on Royal Caribbean. Modeled on the cruise line's highly popular FreedomoftheSeas.com website, the University of WOW! leads agents through the program in a highly interactive and graphic-rich presentation. Upon completion of training, agents will earn a certificate of achievement to the new level of Expert Plus, incentives, such as Royal Caribbean merchandise, to share with customers, and reward cruises for the agent. In addition, agents will achieve the distinction of Cruise Expert on their Travel Agency Locator listing on the cruise line's consumer website, RoyalCaribbean.com. Additional Expert Plus elective modules, such as 'exploiting the power of eTools to enhance customer servicing,' also will be rolled out to help agents grow their business.

Royal Caribbean International is a global cruise brand with 21 ships currently in service and three under construction. The line also offers unique land-tour vacations in Alaska, Asia, Australia, Canada, Europe, South America and New Zealand through its cruisetour division. 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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