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**Starbucks and Royal Caribbean to Offer First Ever Starbucks at Sea on
*Allure of the Seas***

Guests can enjoy Starbucks aboard world's largest cruise ship starting December 2010

SEATTLE and MIAMI, Oct. 27, 2010 – Something unique is brewing onboard Royal Caribbean International's new *Allure of the Seas*, the world's largest and most innovative cruise ship – the first Starbucks at sea. Through the licensing agreement between Starbucks (NASDAQ: SBUX) and Royal Caribbean International, the global cruise brand owned and operated by Royal Caribbean Cruises Ltd. (NYSE/OSX: RCL), guests seeking signature made-to-order espresso beverages and Frappuccino® blended beverages will have to look no further than their neighborhood Starbucks on the bustling Royal Promenade.

"We are always looking for unique ways and places to connect with our customers and deliver the *Starbucks Experience*," said Chris Carr, senior vice president and general manager of Starbucks Licensed Stores. "Starbucks presence aboard *Allure of the Seas* is another place where our customers want and expect us to be."

Trained baristas will offer signature and seasonal beverages and food, as well as the complete line of Starbucks VIA® Ready Brew products, between 7 a.m. to 11 p.m. daily, based on a la carte pricing. In addition to the Starbucks store, Seattle's Best Coffee®, a featured brand in the Starbucks portfolio and a Foodservice provider to Royal Caribbean for the past 10 years, will be served throughout the cruise ship, including in the Adagio main dining room, conference rooms and the ship's signature specialty restaurants.

"We are passionate about delivering the WOW," said Lisa Bauer, senior vice president of Hotel Operations, Royal Caribbean International. "Opening the first ever Starbucks at sea is another example of how Royal Caribbean is delivering distinctive beverage and dining options to our guests and exceeding their expectations. We are offering something that no other cruise brand can."

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Allure of the Seas shares the title of the world's largest and most revolutionary cruise ship with sister-ship *Oasis of the Seas*. With a cache of new distinct onboard activities and amenities, *Allure of the Seas* offers one-of-a-kind entertainment performances, culinary concepts, retail venues and technology innovations. An architectural marvel at sea, *Allure's* neighborhoods are divided into seven distinct themed areas, which include Central Park, Boardwalk, the Royal Promenade, the Pool and Sports Zone, Vitality at Sea Spa and Fitness Center, Entertainment Place and Youth Zone. She spans 16 decks, encompasses 225,282 gross registered tons, carries 5,400 guests at double occupancy, and features 2,700 staterooms. *Allure of the Seas* alternates 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.

About Starbucks Coffee Company

Since 1971, Starbucks Coffee Company has been committed to ethically sourcing and roasting the highest-quality *arabica* coffee in the world. Today, with stores around the globe, the company is the premier roaster and retailer of specialty coffee in the world. Through our unwavering commitment to excellence and our guiding principles, we bring the unique *Starbucks Experience* to life for every customer through every cup. To share in the experience, please visit us in our stores or online at www.starbucks.com.

About Royal Caribbean International

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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