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**ROYAL CARIBBEAN LAUNCHES NEW BRAND CAMPAIGN
EMPOWERING VACATIONERS TO ASK "WHY NOT?"**

*Groundbreaking Television and Print Ads, a New Website and Interactive Promotions
Entice Citizenship in "The Nation of Why Not"*

MIAMI, November 10, 2008 – In an unprecedented move, Royal Caribbean International has officially seceded from land and declared itself The Nation of Why Not, in the first new integrated advertising campaign for the global cruise line in nearly ten years. Created in partnership with Royal Caribbean's lead agency, JWT NY, and a group of WPP agencies, including Mindshare and RMG, the campaign will be rolled out today in North America and globally in 2009 and includes print and online advertising, television commercials, collateral, as well as a new social networking website – www.nationofwhynot.com.

The Nation of Why Not kicks off with two television commercials (30-second and 60-second versions) inviting vacationers to secede from land and become citizens of "the nation." The tongue-in-cheek spots – a combination of live action and animation – begin November 10, during morning show programming on ABC and NBC television networks, and during primetime programming on ABC and CBS. The commercials highlight Royal Caribbean's global destinations and innovative onboard amenities, challenging viewers to do things at sea that they could not do on land, such as "Why not ice skate on the equator and climb mountains at sea?" Additionally, print ads will launch in forty newspapers nationwide on Sunday, November 16, 2008.

Breaking with convention, travel and cruise industry professionals will be introduced to The Nation of Why Not on Monday, November 17, with the first edition of "The Why Not Herald," an insert in key travel trade publications across the United States and Canada. Subsequent editions will feature the new brand campaign's print advertisements.

"The Nation of Why Not is a place where innovation and imagination rule supreme," stated Adam Goldstein, President and CEO, Royal Caribbean International. "The founding of The Nation of Why Not is not a revolution, but an evolution of Royal Caribbean's legacy of presenting guests with a variety of unexpected possibilities onboard, such as rock-climbing walls, ice-skating rinks, and surf simulators, which have always prompted the idea of 'why not?'"

(more)

The citizens of The Nation of Why Not – from guests, cruise and shore-side staff to travel agents, architects, designers and builders – bring the concept of “Why Not?” to life by participating in, delivering and conceptualizing the global cruise line’s award-winning Gold Anchor service and signature onboard innovations. The new brand campaign not only resonates with Royal Caribbean cruisers, but is a natural fit within the existing company culture, which fosters creativity and dedication to developing the most innovative cruise ships in the world. Nine years ago the “Get Out There” campaign successfully redefined society’s perceptions about cruising and propelled Royal Caribbean to become the leader of the active cruise vacation market; today the Why Not? campaign connects the world to The Nation of Why Not’s “anything is possible” state-of-mind.

“JWT is honored to team-up with Royal Caribbean, always a trailblazer in the industry, to launch this new brand,” stated Ty Montague, Chief Creative Officer & Co-President, JWT. “The campaign celebrates the pioneering spirit of the company and shows how that spirit releases the Why Not in all of us. It also reflects the great community of people – crew, cruisers and travel agents – that Royal Caribbean has built up over the years and gives them all a sense of belonging as citizens in the Nation.”

The cruise line has evolved into a global company over the last decade, expanding its fleet and setting records by introducing many ‘firsts’ at sea. The line’s newest ships, *Oasis of the Seas* and *Allure of the Seas* launching in December 2009 and late 2010, respectively, are the embodiment of these ongoing ideals.

Royal Caribbean International is a global cruise brand with 20 ships currently in service and two under construction. The line also offers unique cruisetour vacations in Alaska, Asia, Australia, Canada, Europe, South America and New Zealand. For additional information or to make reservations, call your travel agent, visit www.royalcaribbean.com or call (800) ROYAL-CARIBBEAN. To learn more or join The Nation of Why Not, visit www.nationofwhynot.com. For travel professionals, go to www.cruisingpower.com or call (800) 327-2056.

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