



MEDIA CONTACTS: Tracy Quan, (305) 539-6577
tquan@rccl.com

Erin Burden, (212) 445-8164
eburden@webershandwick.com

**ROYAL CARIBBEAN INTERNATIONAL'S *ALLURE OF THE SEAS* MAKES
BIG SCREEN DEBUT IN HAPPY MADISON'S "JACK AND JILL"
STARRING ADAM SANDLER AND KATIE HOLMES**

MIAMI, November 10, 2011 – What better way to spend the holidays than on a cruise? On Nov. 11, 2011, the ultimate family cruise vacation will set sail with the anticipated premiere of Columbia Pictures' newest comedy film "Jack and Jill," the story of Jack Sadelstein (Adam Sandler), a successful advertising executive who dreads one event each year: the Thanksgiving visit of his identical twin sister Jill (also Adam Sandler). Along with his wife, Erin (played by Katie Holmes) and kids, Jack brings his sister Jill on a holiday cruise vacation aboard Royal Caribbean International's *Allure of the Seas*, one of the world's two largest and most revolutionary cruise ships. Once onboard, a mix of sibling rivalry and Jack's attempts to set his twin up with Al Pacino (played by himself), who takes a surprising interest in Jill, leads to chaos and calamity.

Scenes for the movie, which was written and produced by Adam Sandler and directed by Dennis Dugan, were filmed aboard *Allure of the Seas* last November during the ship's pre-inaugural celebrations. Moviegoers just might be inspired to take their own family cruise vacation after watching the activities and antics Jack and Jill participate in while onboard – especially when it results in a surprising bonding experience for the unlikely twins. From enjoying the ship's variety of restaurants and dining options, to one-upping each other in the pool or during a match of double-dutch, audiences will catch a glimpse of all that a family vacation with Royal Caribbean can offer.

"*Allure of the Seas* provided a very unique movie backdrop for the cast and crew of "Jack and Jill," said Betsy O'Rourke, senior vice president, Marketing, Royal Caribbean International. "The film production added an extra layer of excitement to our successful launch and we were thrilled to be able to showcase our largest and most innovative ship and many some of her many offerings."

Consumers will have the opportunity to win a "Jack and Jill" inspired cruise vacation on *Allure of the Seas* by visiting the line's Facebook page at <http://tinyurl.com/8xpegr6> from November 11 through December 7. "Jack and Jill" opens in theaters nationwide on Friday, November 11. The film trailer and exclusive behind the scenes footage is available on Royal Caribbean's website and YouTube channel, www.youtube.com/royalcaribbeanintl.

[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 distinct new 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 Royal Caribbean International

Royal Caribbean International is a global cruise brand with 22 innovative ships, calling on more than 270 destinations in 72 countries across six continents. The line also offers unique cruise tour land packages in Alaska, Canada, Dubai, Europe, and Australia and New Zealand.

Royal Caribbean provides a world-class vacation experience with a wide range of signature onboard amenities, entertainment, and award-winning family programming. The cruise line has a 40-year history of giving guests the Royal Advantage – the most innovative cruise ships, exciting itineraries to popular destinations, and world-renowned friendly and engaging Gold Anchor Service. Royal Caribbean has been voted “Best Cruise Line Overall” for eight consecutive years in the Travel Weekly Readers’ Choice Awards. For additional information or to make reservations, call your travel agent, visit www.RoyalCaribbean.com or call (800) ROYAL-CARIBBEAN. Follow Royal Caribbean on Facebook at www.Facebook.com/RoyalCaribbean or on Twitter, @RoyalCaribbean. Travel professionals should visit www.cruisingpower.com or call (800) 327-2056.

Royal Caribbean International is part of Royal Caribbean Cruises Ltd. (NYSE/OSX: RCL), a global cruise vacation company that also operates Celebrity Cruises, Azamara Club Cruises, Pullmantur, CDF Croisieres de France, as well as TUI Cruises through a 50 percent joint venture with TUI AG. The company owns a combined total of 40 ships and has one under construction and one under agreement.

About Sony Pictures Entertainment

Sony Pictures Entertainment (SPE) is a subsidiary of Sony Corporation of America, a subsidiary of Tokyo-based Sony Corporation. SPE's global operations encompass motion picture production and distribution; television production and distribution; home entertainment acquisition and distribution; a global channel network; digital content creation and distribution; operation of studio facilities; development of new entertainment products, services and technologies; and distribution of entertainment in more than 140 countries. Sony Pictures Entertainment can be found on the World Wide Web at www.sonypictures.com.

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