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**ROYAL CARIBBEAN INTERNATIONAL LAUNCHES NEW GLOBAL BRAND
CAMPAIGN, BECKONING CONSUMERS TO HEAR THE CALL OF THE SEA**
*Award-Winning Cruise Line Taps into Consumers' Connection with the Sea to Help Them
Escape on a Best-in-Class Vacation*

MIAMI, Dec. 13, 2011 – Royal Caribbean International today launched a new brand campaign that embodies the most inspirational element at the very core of the global cruise line's offering ... the sea. The campaign is aimed at reawakening consumers to the sights and sounds of the sea and conveys the relaxation, romance and adventure that only can be had on the open waters aboard a Royal Caribbean cruise vacation. The campaign will kick off with playful imagery of a conch shell as a phone – dubbed the “Shellphone” – and communicates the campaign's decree: “The Sea is Calling. Answer it Royally.”

Through the new campaign, Royal Caribbean is addressing the emotional aspects and motivations for taking a vacation with the award-winning cruise line. “The Sea is Calling. Answer it Royally.” engages consumers and invites them to explore their individual best selves on a Royal Caribbean ship. The new campaign speaks to the universal truths discovered through focus groups and quantitative research conducted in 16 countries around the world, where people feel a connection to the sea; where, at sea, one can feel detached from the hustle and bustle of daily life, and the responsibilities of taking care of everyone else; and that the Royal Caribbean brand conveys a sense of quality and best in class. Throughout, “The Sea is Calling. Answer it Royally.” is presented in an easily relatable fashion through the playful and witty tone-of-voice, for which Royal Caribbean has been known, particularly through the “Shellphone.”

“We are tapping into the sea's powerful, emotional force to reframe the context of cruising for consumers who don't understand what a Royal Caribbean cruise vacation offers,” said Betsy O'Rourke, senior vice president, Marketing, Royal Caribbean International. “‘The Sea is Calling’ is a global-scale campaign that will resonate with people no matter where they live, what language they speak, or whether or not they've cruised before. And we want vacationers everywhere to know that Royal Caribbean's distinctive and innovative ships, personal service and breadth of destination experiences is how we ‘Answer it Royally.’”

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Created by Royal Caribbean's lead advertising agency, JWT New York, in partnership with media agency Mindshare, the campaign will unfold over the coming weeks and officially launch in North America in January 2012, and then deploy globally throughout the new year. The Shellphone will begin appearing on Dec. 19 in a series of wild postings in major cities including New York, San Francisco, Chicago, Washington, D.C., Boston and Miami. Headlines incorporated in the teaser campaign, such as "Not 3G, Sea G" and "Our Rollover Plan: Tan Front, Then Back," center on the Shellphone, driving curious consumers to www.TheSeaIsCalling.com, where they will view the new brand campaign's concept video that reminds them of the call of the sea and invites them to answer it with Royal Caribbean.

The official kick-off will be the airing of aspirational television commercials of everyday people interacting with the "Shellphone" (30-second and 60-second versions) beginning Jan. 9, 2012. Consumers also can answer the call of the sea by declaring where in the world they would like to cruise and be entered into a sweepstakes at www.Facebook.com/RoyalCaribbean. More information about "The Sea is Calling. Answer it Royally." is also available at www.TheSeaisCalling.com.

Royal Caribbean has been committed to answering the call of the sea for the past 40 years, sailing every major sea in the world. With its history of creativity and innovation – delivering many at-sea industry firsts, such as ice rinks, rock-climbing walls, zip lines and Broadway shows – the cruise line continues to strive to deliver to guests an unforgettable and rejuvenating experience that appeals to vacationers of all ages.

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.

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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.

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