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ROYAL CARIBBEAN ANNOUNCES RELAUNCH OF UNIVERSITY OF WOW
Cruise Line Arms Agents with Roadmap to Success and Onboard Spending Credit Offer

MIAMI, October 24, 2012 – Furthering its *Loyal to You Always* commitment to the travel agent community, Royal Caribbean International announced today the relaunch of its popular online travel agent training and development program, University of WOW. First launched in 2006 to help the cruise line’s valued travel agent partners expand their knowledge of Royal Caribbean and the industry, the newly enhanced University of WOW will continue to deliver a robust roadmap to success for travel agents looking to exceed their goals and better market their business. Additionally, Royal Caribbean is helping travel agents to apply their new University of WOW learnings and meet or bolster their commission threshold by year-end with its upcoming Super Saturday Sale. The onboard credit offers their clients an added incentive and is applicable on new bookings made Saturday, October 27, for sailings between Nov. 1 and Dec. 31, 2012.

“We recognize the crucial role travel agents play in helping to create memorable Royal Caribbean vacations for their customers, and the new features of University of WOW will help to provide them with the tools and resources necessary to excel in today’s vacation sales environment,” said Vicki Freed, senior vice president of Sales, Trade Support and Services, Royal Caribbean International. “The University of WOW is an extension of our *Loyal to You Always* commitment to educating the travel agent community on our brand to help grow their business and increase their profits.”

The University of WOW’s new features include not only a refreshed look and a revised list of graduate incentives, but also the most-up-to-date coursework to provide travel agents a deeper knowledge of Royal Caribbean’s brand, fleet of ships, destinations and onboard experience. Seasoned travel partners also are able to gain continued education, including CLIA credits.

Among the 11 Expert Courses and 21 Expert Plus Courses, travel partners can explore the University of WOW platform and learn all about the cruise line’s multi-ship revitalization program within the brand new “Ship Revitalization” module.

Expert-level travel agents that complete this all-new module will receive a free University of WOW t-shirt while supplies last. Those eager to put their learnings into practice can encourage their clients to book and enjoy the onboard spending credit offer this Saturday, Oct. 27.

The Super Saturday Sale is open to all new individual U.S. and Canadian bookings made with deposit on October 27, 2012, for any sailing between Nov. 1 and Dec. 31, 2012. Guests will automatically receive an onboard credit of \$25 per inside or oceanview stateroom, and \$50 per balcony and suite stateroom. More information on the Saturday Super Sale can be found at <http://tinyurl.com/8egrtj4>.

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 nine 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 or visit Vicki’s Facebook page at www.Facebook.com/VickiLovesTravelAgents. Media can find information at www.royalcaribbeanpresscenter.com.

Royal Caribbean Cruises Ltd. (NYSE/OSX: RCL) is a global cruise vacation company that owns Royal Caribbean International, Celebrity Cruises, Pullmantur, Azamara Club Cruises and CDF Croisières de France, as well as TUI Cruises through a 50 percent joint venture. Together, these six brands operate a combined total of 41 ships with three under construction.

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