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COVER REVEALED FOR NEW 2013 ROYAL CARIBBEAN TRAVEL AGENT GUIDE
FEATURING STELLAR TRAVEL AGENTS

15th Edition Milestone Celebrated with Extra Group Amenity Points Offer for Travel Agents



Travel Agents showcase some of Royal Caribbean's diverse range of onboard amenities and experiences on the cover of the 15th Anniversary Travel Agent Guide. More information about the cover stars is available at CruisingPower.com/TAGcover.

MIAMI, Jan. 18, 2013 – The highly anticipated cover of the 2013 Royal Caribbean International Travel Agent Guide (TAG) is now unveiled. Featuring 15 stellar travel agents from the United States and Canada on the cover, the 15th edition of the TAG is commemorating Royal Caribbean's history of unwavering support for the travel agent community. For the occasion, the cruise line is offering travel agents two additional Group Amenities Points (GAP) for new groups booked from January 14 through February 15, 2013, for any sailing departing in 2013. Travel agents can now order the 15th Anniversary Travel Agent Guide from the Sales & Marketing tab in CruisingPower.com, the dedicated online portal for professionals selling Royal Caribbean International.

“These 15 stellar travel agents on the cover are representative of all of our valued travel agent partners,” said Vicki Freed, senior vice president of Sales, Trade Support and Services, Royal Caribbean International. “This is one of the many ways that Royal Caribbean demonstrates our *Loyal to You Always* commitment to the travel agent community. We wish that we could picture every travel agent on the 15th Anniversary Travel Agent Guide, as they are all stars to Royal Caribbean and we appreciate their continued support.”

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To commemorate the new 2013 TAG and help travel agents increase sales and profits during the peak-booking Wave season, Royal Caribbean is offer two additional GAP points for new groups booked from January 14 through February 15, 2013 on any sailing departing in 2013. The additional GAP points can help US and Canadian travel agents close sales by incentivizing their clients with a bottle of wine or other stateroom amenities. Additional restrictions apply. For more information, travel agents should visit the Promotion Flyers section in www.CruisingPower.com.

Loyal to You Always is Royal Caribbean's historical commitment of unwavering support for travel agents and helping them increase profits and grow their businesses. *Loyal to You Always* is built on four principles: Personal interaction and support; Valuable resources that get results; Increasing profits for travel agents; and Award-winning travel agent education and development programs. For additional information, please visit <http://www.RoyalisLoyaltoYouAlways.com>.

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 10 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 Vicki’s Facebook page at www.Facebook.com/VickiLovesTravelAgents, go to www.cruisingpower.com, or call (800) 327-2056. 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 four under construction. They operate diverse itineraries around the world that call on approximately 460 destinations on all seven continents.