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ROYAL CARIBBEAN WINS CANADIAN AGENT'S CHOICE AWARDS FOR 10TH CONSECUTIVE YEAR

MIAMI, July 3, 2013 – For the 10th consecutive year, Royal Caribbean International was voted top cruise line by Canadian travel agents in Baxter Travel Media's 2013 Agent's Choice Awards. In the Cruise category, the cruise line earned the first and second most votes in the Large Ship (over 2,500 passengers) and Medium Ship (600 – 2,500 passengers) division, respectively. Baxter Travel Media is the publisher of Canadian Travel Press and Travel Courier magazine and has been the main source of information for the Canadian travel industry for more than 60 years.

“We are honored to be recognized by Canadian travel agents as Canada's favorite large ship cruise line,” said Vicki Freed, senior vice president of Sales, Trade Support and Services for Royal Caribbean International. “Royal Caribbean has always supported travel professionals and will continue to be the loyal and biggest supporter of the trade. We are committed to supporting our valued travel agent partners and helping them grow their business. Royal Caribbean thanks Canadian travel agents for voting for us for 10 years in a row.”

Fourteen years running and with more than 5,600 voters, Baxter Travel Media's Agent's Choice Awards survey continues to be the largest of its kind in Canada. Registering opinions in 28 categories – including a new split cruise category (large, medium and small ships) – voters selected their favorites between February and April 30 via ballots in Canadian Travel Press and Travel Courier; online at TravelPress.com, and in Quebec with partner Tourisme Plus.

Royal Caribbean International is an award-winning global cruise brand with a 40-year legacy of innovation and introducing industry “firsts” never before seen at sea. The cruise line features an expansive and unmatched array of features and amenities only found on Royal Caribbean including, jaw-dropping, Broadway-style entertainment and industry-acclaimed programming that appeals to families and adventurous vacationers alike.

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Owned by Royal Caribbean Cruises Ltd. (NYSE/OSE: RCL), the cruise line sails 21 of the world's most innovative cruise ships to the most popular destinations in the Caribbean, Europe, Alaska, South America, the Far East, and Australia and New Zealand. World renowned for its friendly and engaging Gold Anchor Service, delivered by every staff and crew member, Royal Caribbean has been voted Favorite Cruise Line for 10 consecutive years in Baxter Travel Media's Reader's Choice Awards.

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