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ROYAL CARIBBEAN UPGRADES GUESTS' VIEW ON BAHAMAS, CARIBBEAN AND BERMUDA SAILINGS

Vacationers Enjoy Lower-Category Price for Ocean View or Balcony Staterooms in August

MIAMI, July 31, 2013 – The view is looking better and better on a Royal Caribbean cruise. The cruise line known for “WOW-ing” guests with some of the industry’s most revolutionary first-at-sea amenities is offering adventurous families and vacationers the opportunity to ‘upgrade their view’ when making a new booking in August 2013. From August 1-31, 2013, vacationers can enjoy a Balcony stateroom for the price of an Ocean View on most ships, and an Ocean View category stateroom for the price of an Inside stateroom on all of these sailings. The Upgrade Your View offer applies for all new, individual bookings on three- to 10-night Bahamas, Caribbean and Bermuda cruises departing September 1, 2013, through April 30, 2014.

Vacationers can upgrade their view with a Balcony stateroom at the price of an Ocean View or an Ocean View for the price of an Inside stateroom when booking a Royal Caribbean vacation aboard *Allure of the Seas*, *Oasis of the Seas*, *Freedom of the Seas*, *Liberty of the Seas*, *Independence of the Seas*, *Explorer of the Seas*, *Adventure of the Seas*, *Navigator of the Seas*, *Brilliance of the Seas*, *Jewel of the Seas*, and *Serenade of the Seas*. Guests also can enjoy an upgraded view when booking an Ocean View stateroom at the price of an Inside aboard *Enchantment of the Seas*, *Grandeur of the Seas*, *Legend of the Seas* and *Majesty of the Seas*. The Upgrade Your View offer is applicable for all new, individual North and South American bookings. For more information about Royal Caribbean’s Upgrade Your View offer, please visit www.RoyalCaribbean.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.

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Royal Caribbean Upgrade Your View Offer – 2

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. 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 “Best Cruise Line Overall” for 10 consecutive years in the *Travel Weekly* Reader’s Choice Awards.

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