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ROYAL CARIBBEAN INTERNATIONAL CELEBRATES 50 MILLION GUESTS

MIAMI, August 12, 2013 – Today, Royal Caribbean International recognizes an important milestone in its 45-year company history as it welcomes its 50 millionth guest onboard its fleet of 21 ships. The momentous occasion kicks off a year-long celebration honoring the cruise line’s guests, business partners, employees and crew.

“For more than 45 years, Royal Caribbean’s guiding principle has been to deliver the WOW to our guests, providing them with experiences, services and amenities that can only be found on Royal Caribbean,” said Adam Goldstein, President and CEO, Royal Caribbean International. “The men and women on our ships who deliver these WOW moments are what inspire our loyal guests to return to sail with us again and again.”

Spreading across the globe like a New Year’s Eve-style party, each of Royal Caribbean’s ships will recognize the milestone with shipboard festivities. The onboard events will mark the start of a year-long campaign where consumers are encouraged to share their favorite WOW moments with Royal Caribbean over the years by posting photos, videos and memorable stories on Facebook, Twitter and Instagram with the hashtag #RoyalWOW.

“Every day on our ships, guests from around the world are creating and experiencing unforgettable WOW moments,” said Lisa Bauer, Executive Vice President, Global Sales and Marketing, Royal Caribbean International. “As we mark this incredible milestone, we are inviting guests to relive those special moments and celebrate with us by sharing their personal Royal WOWS.”

Royal Caribbean’s exceptional Gold Anchor Service is one of the factors that has helped the cruise line achieve this significant milestone and why the line was recently ranked among the top cruise lines in a recently released cruise line satisfaction report. This and other recent accolades across the globe – including awards from *Conde Nast Traveler*, *Travel + Leisure*, *Travel Weekly* and the World Travel Awards – highlight Royal Caribbean’s commitment to providing unparalleled vacation experiences.

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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 found only 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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