



**DHANI JONES TEAMS UP WITH ROYAL CARIBBEAN INTERNATIONAL AS
QUANTUM EXPERIENCE ADVISOR FOR SPORTS AND FITNESS**

Former NFL Linebacker and Avid Traveler to Tackle the Active Lifestyle Onboard Quantum of the Seas

MIAMI, October 7, 2013 – Royal Caribbean International – the cruise line known for pushing the limits of what’s possible at sea with industry-leading ship design, amenities, programming and activities – has teamed up with athlete and adventurer Dhani Jones to create a game plan for active cruising onboard its newest ship, *Quantum of the Seas*, when she launches from the New York area in November 2014. As *Quantum* Experience Advisor for Sports and Fitness, Jones is the latest celebrity expert to suit up for the cruise line’s *Quantum* Experience Advisors program, whose roster also includes interior designer and HGTV-star Genevieve Gorder. Royal Caribbean is documenting the creative process with both Jones and Gorder and fans can tune in to RoyalCaribbean.com/QuantumoftheSeas to follow their progress.

“Mixing an active lifestyle with a zest for life comes naturally for Dhani Jones, whose passion for exploring the world has taken him from the sports field to countless countries around the globe,” said Lisa Lutoff-Perlo, Executive Vice President, Operations, Royal Caribbean International. “We’re thrilled to draft Dhani as our latest partner to help us take on all things sports and fitness onboard *Quantum of the Seas*.”

Dhani Jones, a former National Football League player for 11 seasons, is also known for his off-the-field adventures. Starring in his own Travel Channel show, *Dhani Tackles the Globe*, the self-proclaimed adventurer participated in many of the world’s games. From Rugby to Sambo, Jones immersed himself in each culture and learned how athletes around the world compete in their favorite sports. Off the field, Jones is currently starring in a new show on FOX Sports 1, *Jones and Mosley*, and also is an author, entrepreneur and philanthropist, founding a company that sells high-end bow ties for various charities around the world.

Since June 2013, Jones has been collaborating with Royal Caribbean’s guest activities team on their home turf in Miami to create a playbook for thrills and excitement onboard *Quantum of the Seas*. Over the course of multiple creative sessions, Jones has been lending his expertise on the latest active trends and providing fresh ideas for *Quantum’s* SeaPlex, the largest sports and entertainment complex at sea – which will feature first-at-sea innovations such as bumper cars, roller skating and a circus school, complete with a flying trapeze.

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The next few months will see Jones sampling the existing programs and signature innovations found only on Royal Caribbean, while adding his trademark touches to distinct spaces onboard *Quantum of the Seas*, including four custom-themed SeaPods which will be found on the mezzanine level of the SeaPlex and will offer spectacular views of the sea. Jones also will help influence programming in the adjacent Sports Deck, which serves up signature Royal Caribbean innovations such as the rock-climbing wall, the FlowRider surf simulator and RipCord by iFLY, the first skydiving experience at sea which allows everyone from first-time flyers to seasoned skydivers to enjoy the sheer thrill and exhilaration of skydiving in a safe, controlled, and simulated environment.

“I’m having a phenomenal time working with Royal Caribbean as a *Quantum* Experience Advisor,” said Jones. “It’s giving me the opportunity to demonstrate my passion for sports, travel, fitness and adventure, and draw on my own experiences traveling the globe to contribute ideas that will bring good fitness and good fun to *Quantum of the Seas*.”

In addition to Jones, Royal Caribbean also has partnered with Genevieve Gorder, one of America’s favorite interior designers and the most popular personalities on cable television network HGTV, as the *Quantum* Experience Advisor for Design. Gorder has been working with Royal Caribbean’s newbuild and design team since May 2013 to influence and inspire the décor and furnishings in the loft and suite accommodations onboard *Quantum of the Seas*, where her soulful and whimsical style will be felt throughout. The cruise line plans to reveal several other *Quantum* Experience Advisors in the coming months, and consumers can stay up-to-date on the program by visiting RoyalCaribbean.com/QuantumoftheSeas.

The new *Quantum* class will debut in November 2014 with *Quantum of the Seas*, followed by her sister-ship *Anthem of the Seas* in April 2015. The *Quantum*-class ships span 16 decks, encompass 167,800 gross registered tons, carry 4,180 guests at double occupancy and feature 2,090 staterooms.

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/OTC: 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.

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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. **Media** can stay up-to-date by following @RoyalCaribPR on Twitter, and visiting RoyalCaribbeanInternationalPR.tumblr.com and RoyalCaribbeanPressCenter.com. **Travel professionals** should go to Cruisingpower.com; or call (800) 327-2056; and follow Facebook.com/VickiLovesTravelAgents. For additional information or to make reservations, **vacationers** should call their travel agent; visit RoyalCaribbean.com; or call (800) ROYAL-CARIBBEAN. Follow us on Facebook at Facebook.com/RoyalCaribbean or on Twitter @RoyalCaribbean.

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