



## ROYAL CARIBBEAN INTERNATIONAL AND AWESOMENESSTV LAUNCH TWO BRANDED TEEN YOUTUBE SERIES

### *Global Cruise Line Taps into Powerful Teen Audience to Influence Parents*

**MIAMI / LOS ANGELES, July 1, 2014** – Royal Caribbean International, the world's most innovative global cruise line, and AwesomenessTV, a leading multi-platform media company serving the global teen audience and one of the most subscribed to teen destinations on YouTube, today announced the launch of two new YouTube series for teens and tweens hosted by some of AwesomenessTV's biggest teen influencers. *YoMuscleBoii's Royal Caribbean Adventure*, a four-episode travel show hosted by [YoMuscleBoii](#) Josh Levya will premiere July 6, giving teens an inside look at a Royal Caribbean vacation. *Shipping Julia*, a six-episode scripted series inspired by *Romeo and Juliet*, starring top YouTubers [Meghan Rosette](#), [Oli White](#) and [Arden Rose](#), will premiere Aug. 3. Both series will be featured on [AwesomenessTV](#) and supported by online advertising on the AwesomenessTV channel, across the multi-channel network and via its social media channels. Royal Caribbean has made an initial commitment for two seasons of each series.

"As a family brand, teens are hugely important to us, and we realize they have significant influence when it comes to deciding where to go on vacation," said Carol Schuster, Senior Vice President, Global Marketing, Royal Caribbean International. "As a leader in innovation, there are so many WOW experiences and destinations only found on Royal Caribbean that are yet to be discovered by teens, and we're thrilled to be working with AwesomenessTV to share those moments with this special audience."

"AwesomenessTV is the go-to teen destination for fun and entertaining content anytime, anywhere," said Beth Greve, Chief Revenue and Partnerships Officer, AwesomenessTV. "We have a truly engaged audience that not only watches AwesomenessTV content, but also comments, likes and shares these videos with their friends. This is a terrific partnership in which AwesomenessTV and Royal Caribbean are introducing a new audience to all the amazing experiences one can have on a Royal Caribbean vacation."

In *YoMuscleBoii's Royal Caribbean Adventure*, YouTube creator Josh Levya invites teens aboard Royal Caribbean's *Allure of the Seas* for the trip of a lifetime. While sailing the world's largest cruise ship, Levya takes on the cruise line's signature FlowRider surf simulator and iconic rock wall, and ventures into ports of call, including Royal Caribbean's private beach destination of Labadee, Haiti, where he conquers the world's longest zip line over water. Viewers will also see Levya exploring Green Grotto Caves and Dunns River Falls in Falmouth, Jamaica, swimming with dolphins in Cozumel, Mexico and more.

*Shipping Julia*, a six-episode scripted series inspired by *Romeo and Juliet*, also shot on *Allure of the Seas* and starring [Meghan Rosette](#), [Oli White](#) and [Arden Rose](#) as Julia, James and Michelle, respectively, will premiere July 27. The series follows 17 year-old Julia (Rosette), who goes on a Royal Caribbean cruise vacation with her family after a bad breakup. Determined to give up on men forever, her plans change when she meets the charming and handsome James (White), a veteran cruiser with a reputation for woo-ing the ladies. After their relationship gets off to a rocky start, they quickly realize what they thought was just a cruise fling, might be so much

more. The series is written by Allison Schroeder (*Mean Girls 2*, 90210), who also wrote AwesomenessTV's hit scripted series *Side Effects*.

To view the trailer for *YoMuscleBoii's Royal Caribbean Adventure*, visit <http://bit.ly/royalatv>.

### **About Royal Caribbean International**

Royal Caribbean International is an award-winning global cruise brand with a 45-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. 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 11 consecutive years in the *Travel Weekly* Readers Choice Awards.

### **About AwesomenessTV**

AwesomenessTV, a leading multi-platform media company serving the global teen audience and one of the most subscribed to teen destinations on YouTube, is a wholly owned subsidiary of DreamWorks Animation (Nasdaq: DWA). Included under the AwesomenessTV banner are AwesomenessTV, a channel featuring scripted and reality series including *IMO*, *Make Me Over*, *Austin Mahone Takeover*, *Mindless Takeover*, *Side Effects* and *Runaways*; AwesomenessX, a channel for guys built around sports, gaming, comedy, pranks and lifestyle; and ATV Network, a community based MCN focused on discovering and supporting the next generation of YouTube stars. Beyond the YouTube platform AwesomenessTV produced and distributed the feature film *Mindless Behavior: All Around the World* and its first TV series aired on Nickelodeon. AwesomenessTV is headed by Brian Robbins (*Smallville*, *Varsity Blues*, *All That*) and Joe Davola (*In Living Color*, *Smallville*, *MTV Networks*).

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