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ROYAL CARIBBEAN INTERNATIONAL SELECTS NEW CREATIVE AGENCY

MIAMI, May 14, 2015 – Royal Caribbean International today announced its intent to retain Mullen Lowe of Boston, Massachusetts to lead the cruise line’s creative efforts, pending successful contract negotiations.

“After an extensive search we are thrilled to announce our partnership with Mullen Lowe,” said Michael Bayley, President & CEO, Royal Caribbean International. “We are impressed by their strategic and creative thinking, which matches the energy and innovative imagination of our brand.”

Mullen Lowe was selected after an extensive agency review process, during which all of the finalist agency teams presented outstanding industry resources and made commendable efforts to demonstrate their skills and creative talent. Mullen Lowe, an award-winning agency which was named to *Ad Age*’s Agency A-List in three of the past five years and also named a *Creativity* Innovator of the Year in 2014, is part of the Interpublic Group (NYSE: IPG) of agencies.

“Royal Caribbean has an amazing fleet of innovative ships and a commitment to delivering unforgettable adventures to travelers,” said Alex Leikikh, CEO, Mullen Lowe Group. “We’re excited to help Royal Caribbean firmly differentiate their brand, increase guest loyalty and inspire first-time cruisers to discover the transformative effect of a Royal Caribbean experience.”

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.

(more)

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