



MEDIA CONTACTS:

Tracy Quan (305) 539-6577 Harrison Liu (305) 982-2363
tquan@rccl.com hliu@rccl.com

**GUESTS OF ROYAL CARIBBEAN INTERNATIONAL, CELEBRITY CRUISES,
AND AZAMARA CRUISES ENJOY MORE OPTIONS, PEACE OF MIND WITH
NEW CHOICEAIR**

MIAMI, July 27, 2009 – Royal Caribbean International, Celebrity Cruises, and Azamara Cruises today announced ChoiceAir, a convenient new way for guests to purchase air transportation to and from their cruise. With ChoiceAir, guests will enjoy greater peace of mind; be able to select their preferred airline and a specific itinerary; and shop for the best prices among published fares and exclusive ChoiceAir specials. Unlike traditional programs, guests will know their airline itinerary as soon as they are ready to choose it, and – as with traditional air programs – there is a support team available to support guests before, during, and after they travel. ChoiceAir will be available to guests from the U.S. and Canada beginning August 3, 2009.

“The new ChoiceAir is a best-in-class program that will provide guests with convenience, flexibility, value, and support when it comes to the air transportation portion of their vacation,” said Doug Santoni, senior vice president of Revenue Management, Royal Caribbean Cruises Ltd. “Our guests and our travel partners have told us they value the support we provide as part of our traditional air programs, but that they would also like a full choice of competitive air fares and schedules, and to be able to select their itinerary at the time they book their cruise. With ChoiceAir, we are responding to our customers' wishes.”

Guests will be able to purchase ChoiceAir through a travel agent, directly from Royal Caribbean International, Celebrity Cruises and Azamara Cruises contact centers, and online through a new ChoiceAir website. Travel agents will be able to purchase ChoiceAir for their clients through CruisingPower.com, the three cruise lines' dedicated site for travel professionals. A cost of \$15 per person for domestic and \$25 per person for international air travel will apply to ChoiceAir bookings, and will include access to the ChoiceAir support desk, aid in cases of flight delays, and assistance in making alternative flight arrangements in the event of missed embarkation. Guests' cruise and air arrangements will both be present in a single consolidated booking record, creating greater convenience for travel agents, who would no longer need to manage two separate and independent bookings.

(more)

About Royal Caribbean International

Royal Caribbean International is a global cruise brand with 20 ships currently in service and two under construction. The line also offers unique cruise tour land packages in Alaska, Canada, Dubai, Europe, and Australia and New Zealand. For additional information or to make reservations, call your travel agent, visit www.royalcaribbean.com or call (800) ROYAL-CARIBBEAN. Travel professionals should go to www.cruisingpower.com or call (800) 327-2056.

About Celebrity Cruises

Celebrity Cruises offers comfortably sophisticated, upscale vacation experiences with highly personalized service, exceptional dining, and extraordinary attention to detail. Celebrity sails in Alaska, California, Canada/New England, the Caribbean, Europe, Galapagos Islands, Hawaii, the Pacific Coast, Panama Canal and South America. The line also offers unique cruisetour vacations in Alaska, Canada, Europe and South America. Noted for four of the top 10 "Top Cruise Ships in the World" in the large-ship category, as voted by the readers of *Condé Nast Traveler* (February 2009 readers' poll), Celebrity's fleet – including the new *Celebrity Solstice* – will be joined by *Celebrity Equinox* this year, *Celebrity Eclipse* in 2010, a fourth Solstice-class ship in 2011, and a fifth in 2012. For more information, call your travel agent, dial 1-800-437-3111 or visit www.celebritycruises.com.

About Azamara Cruises

Azamara Cruises unlocks the hidden corners of the world for those who desire to immerse themselves in the rich details of every voyage. The deluxe ships – *Azamara Journey* and *Azamara Quest* – offer an intimate experience, while allowing access to exotic destinations experienced travelers long to reach. For the 694 guests on each Azamara Cruises ship, every moment at sea embodies the pinnacle of luxury, and each footstep on shore accentuates the difference between visiting a place and getting a true sense of place. This year, Azamara Cruises presents the best of enchanting Europe, elite Asia, and the most captivating Caribbean and the Panama Canal. The line also offers unique cruisetours in Europe and Asia. For more information, travel agents are encouraged to call 1-877-222-2526. Guests are invited to call 1-877-999-9553. Or, visit www.azamaracruises.com.

#