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Contacts: Joanna Roses
Nickelodeon
212-846-7326
joanna.roses@nick.com

Tracy Quan
Royal Caribbean International
(305) 539-6577
tquan@rccl.com

NICKELODEON TAKES TO THE SEAS ON ITS FIRST-EVER CRUISE, SAILING AUGUST 2008

Nickelodeon and Royal Caribbean International Team Up to Create the Nickelodeon Family Cruise with Royal Caribbean; Exciting Ports of Call Include Cozumel, Grand Cayman, Jamaica, and Royal Caribbean's Private Beach Destination

NEW YORK – Jan. 28, 2007 – Nickelodeon, a unit of MTV Networks, a division of Viacom International, Inc. (NYSE: VIA B), and Royal Caribbean International, a cruise line owned and operated by Royal Caribbean Cruises Ltd. (NYSE/OSX: RCL), announced a new agreement where the two will introduce the “Nickelodeon Family Cruise with Royal Caribbean.” The first-ever Nickelodeon cruise will set sail on August 10-17, 2008, departing out of Miami, Fla., on an exclusive, seven-day Nickelodeon family summer vacation.

Taking place on Royal Caribbean's *Freedom of the Seas*, the largest ship in the cruise industry with a capacity of more than 4,000 passengers, the “Nickelodeon Family Cruise with Royal Caribbean” will match the family-friendly amenities of *Freedom of the Seas* with a packed schedule of Nickelodeon activities and entertainment. The cruise will visit four exotic Western Caribbean destinations including: Cozumel, Mexico; George Town, Grand Cayman; Ocho Rios, Jamaica; and a special stop at Royal Caribbean's private beach destination, Labadee which will be Nickelodeon-themed.

“For the past few years, we've been witnessing the coming of age of Nickelodeon families and have been expanding our brand and business to meet their growing entertainment, recreational and vacation needs – from hotels, to theatrical shows, to theme parks,” said Cyma Zarghami, President, Nickelodeon/MTVN Kids and Family Group. “Taking to the seas with our first-ever family cruise with Royal Caribbean was the natural next step for us. Combined with the ground-breaking of our first Marriott Hotel and the opening of the biggest indoor theme park in the country at the Mall of America, Nickelodeon will be offering more family experiences this year than ever before.”

“Royal Caribbean is proud to team up with Nickelodeon to bring the cruise vacation experience to life for its family audience,” said Alice Norsworthy, senior vice president, Marketing, Royal Caribbean International. “From the thrilling FlowRider surf simulator to the playful H2O Zone water park, *Freedom of the Seas* offers guests a wide variety of memorable family vacation options. Royal Caribbean's private beach destination will also offer endless sun and sand entertainment for kids and adults.”

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The “Nickelodeon Family Cruise by Royal Caribbean” will offer an experience complete with Nick-themed on-board activities such as live game shows featuring the trademark Nickelodeon slime; visits with kids’ favorite Nick characters like Dora the Explorer and SpongeBob SquarePants; appearances by the network’s live-action stars; and much more. In addition, *Freedom of the Seas* offers a multitude of activities, including the FlowRider surf simulator, the H2O Zone water park, an ice skating rink, a nine-hole mini-golf course, 10-route rock-climbing wall, and full-size basketball court.

The “Nickelodeon Family Cruise” will also feature a full range of activities and amenities appealing to adults. *Freedom of the Seas* offers more than 10 bars and lounges and eight restaurants. During the day, guests can rejuvenate with a session in the *Freedom Day Spa* and state-of-the-art fitness center, and relax in the cantilever whirlpools in the adult-only Solarium. The Royal Promenade, a grand boulevard that runs the entire length of the ship, features live parades, boutique shops, and restaurants and lounges. In the evenings, guests can enjoy live music and entertainment, a Broadway-style performance in the Arcadia Theater, or try their luck in the Casino Royale. 24-hour room service is always complimentary for a late night snack or a movie-night in the stateroom. In addition, *Freedom of the Seas* provides their award-winning Adventure Ocean kids programming to entertain toddlers to teens while parents enjoy the on-board activities.

Vacation packages for the “Nickelodeon Family Cruise” go on-sale to the public beginning Jan. 28. Visit www.nickfamilycruise.com for more information.

About Royal Caribbean International

Royal Caribbean International is a global cruise brand with 21 ships currently in service and three under construction. The line also offers unique land-tour vacations in Alaska, Asia, Australia, Canada, Europe, South America and New Zealand through its cruisetour division.

For more information about *Freedom of the Seas*, visit www.RoyalCaribbean.com or www.FreedomoftheSeas.com.

About Nickelodeon

Nickelodeon, in its 28th year, is the number-one entertainment brand for kids. It has built a diverse, global business by putting kids first in everything it does. The company includes television programming and production in the United States and around the world, plus consumer products, online, recreation, books, magazines and feature films. Nickelodeon’s U.S. television network is seen in more than 96 million households and has been the number-one-rated basic cable network for more than 13 consecutive years.

Globally, Nickelodeon is the world’s most widely distributed kid’s channel, reaching more than 200 million homes via 35 fully dedicated channels across Europe, Asia, Latin America, Africa and the Middle East as well as 19 programming blocks reaching 95 million households. Exclusive Nick content and programming can also be seen via the Network’s 10 global mobile channels, 7 broadband services and 33 web sites.

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