



ROYAL CARIBBEAN INTERNATIONAL'S *ALLURE OF THE SEAS* ARRIVES AT PORT EVERGLADES TO GREAT FANFARE

World's Largest Cruise Ships Allure and Oasis Together for the First Time, Nov. 13

MIAMI, November 11, 2010 – Royal Caribbean International's newest cruise ship, *Allure of the Seas*, the world's largest and most revolutionary cruise ship, arrived at her homeport of Port Everglades in Fort Lauderdale, Fla., today, U.S. Veterans Day. Eagerly awaiting and celebrating the ship's arrival amidst thousands of U.S. flags were hundreds of onlookers, including Royal Caribbean executives and employees, community organizations and residents, as well as a flotilla of maritime escorts made up of fireboats and private watercrafts. The second of the cruise lines Oasis-class ships made her U.S. debut following a 13-day transatlantic journey from Turku, Finland.

The Oasis-class ships will make history once again when *Allure of the Seas* is joined by famed sister-ship *Oasis of the Seas* for a one-of-a-kind visual of the world's two largest ships together for the first time, Saturday, Nov. 13, 2010, at 5:30 p.m. ET. They will meet off the Florida coast, where *Oasis of the Seas* guests will flank the top decks to wave at the crew onboard *Allure* and get an up close and personal peek at the world's newest cruise ship.

In the upcoming week, the ship will be buzzing with activity first with hundreds of landscapers boarding the ship to add more than 12,000 live plants to the ship's Central Park neighborhood as well as other final preparations. NBC's *TODAY* broadcasts the fourth hour of their show live from *Allure* on Friday, Nov. 19, from 10:00 a.m. to 11:00 a.m. ET. Kathie Lee Gifford and Hoda Kotb will unveil the diverse line-up of entertainment and innovative onboard amenities that differentiate *Allure* from *Oasis of the Seas*. The inaugural activities and events can be followed via webisodes at www.allureoftheseas.com, on Facebook (Royal Caribbean International) and via Twitter by following @OasisandAllure and @RoyalCaribbean. Followers are encouraged to include #Allure in tweets.

Royal Caribbean, known for building the largest cruise ships in the world and introducing never before seen innovations like the Royal Promenade of shop and dining venues, rock walls, ice skating rinks and surf simulators, launches *Allure of the Seas* with a refreshing new array of features and onboard amenities. In addition to the signature Oasis-class neighborhood design with seven unique spaces like Central Park and the Coney Island-style Boardwalk, complete with a hand-carved carousel and an AquaTheater, her distinct personality takes center stage presenting new features such as:

- 26 dining options including the **first Starbucks at sea**, a new spin on fine dining at **150 Central Park**, as well as the Boardwalk Dog House
- Innovative technology features such as a **3-D movie theater**, iPod docks in suites, self service kiosks and digital way finding signage for guests

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The official naming ceremony for *Allure of the Seas* will take place on November 28 during a one-night inaugural celebration fundraiser to benefit the United Way chapters of Miami-Dade and Broward counties and Royal Caribbean Cruise Lines Haiti Fund, among other charities. The godmother of *Allure of the Seas* will be unveiled during the special ceremony which will be streamed live at 4:30 pm on www.allureoftheseas.com. Tickets for the momentous event begin at \$750 per person. For reservations to this exclusive one-night sailing, contact the United Way of Miami-Dade at 305-646-7000 or the United Way of Broward at 954-462-4850 or visit www.unitedwaycharitycruise.org. A special four-night sailing on December 1 will call at the cruise line's private beach destination of Labadee, along the north coast of Haiti, and *Allure of the Seas*' inaugural seven-night Western Caribbean itinerary will depart on December 5.

Allure of the Seas shares the title of the world's largest and most revolutionary cruise ship with sister-ship *Oasis of the Seas*. With a cache of distinct onboard activities and amenities, *Allure of the Seas* offers one-of-a-kind entertainment performances, culinary concepts, retail venues and technology innovations. An architectural marvel at sea, *Allure's* neighborhoods are divided into seven distinct themed areas, which include Central Park, Boardwalk, the Royal Promenade, the Pool and Sports Zone, Vitality at Sea Spa and Fitness Center, Entertainment Place and Youth Zone. She spans 16 decks, encompasses 225,282 gross registered tons, carries 5,400 guests at double occupancy, and features 2,700 staterooms. *Allure of the Seas* alternates a Western Caribbean with an Eastern Caribbean seven-night itinerary from her home port of Port Everglades in Fort Lauderdale, Fla. Additional information is available at www.AllureoftheSeas.com.

Royal Caribbean International is a global cruise brand with 22 ships currently in service. The line also offers unique cruisetour land packages in Alaska, Dubai, Europe, Australia and New Zealand, and South America. For additional information or to make reservations, call your travel agent, visit www.royalcaribbean.com or call (800) ROYAL-CARIBBEAN. Travel professionals should visit www.cruisingpower.com or call (800) 327-2056.

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