



ROYAL CARIBBEAN INTERNATIONAL'S *ALLURE OF THE SEAS* INAUGURATED WITH A NAMING CEREMONY MARITIME FIRST AND SURPRISE GODMOTHER

DreamWorks Animation's Princess Fiona Becomes World's First 3-D Animated Godmother

MIAMI, Nov. 28, 2010 – Royal Caribbean International once again makes maritime history. At the official naming ceremony for the world's largest and most revolutionary cruise ship, *Allure of the Seas*, guests were enchanted when her larger-than-life godmother was unveiled – Princess Fiona. This is the first time that a 3-D animated character is the godmother of a cruise ship. The 3-D star of DreamWorks Animation's megahit film series, "Shrek," presided over the celebration, joining and interacting in 3-D with Royal Caribbean Cruises Ltd.'s Chairman and CEO, Richard D. Fain, during the ceremony. This naming is further testimony to *Allure of the Seas* being known as the "Entertainment Ship" and to Royal Caribbean's new partnership with the DreamWorks Animation film studio.

"It's never easy choosing the right godmother, but we realized we had the perfect candidate right in front of us. Princess Fiona is not only a Royal, but we felt such a unique ship deserved a unique godmother and Princess Fiona symbolizes the fun and entertainment that is so extraordinary on *Allure of the Seas*," said Fain.

Attended by approximately 3,500 guests, the event was part of a one-night inaugural celebration-fundraiser, benefiting United Way of Miami-Dade and Broward counties, Haitian relief efforts and other charity partners. The naming ceremony took place in *Allure's* main Amber Theater and was broadcasted live throughout the ship, as well as via streaming video on the internet. The ceremony included the customary bagpipe-and-drums procession, the U.S. national anthem performed by international recording artist and West End- and Broadway-star MiG Ayesa, and a scene from Royal Caribbean Productions' new aerial production *Blue Planet*. The ceremony culminated with the traditional breaking of a Champagne bottle – featuring a festive label specially created by pop-artist Romero Britto, who also has an onboard gallery – on the ship's hull, electronically activated by one swift karate-chop by Princess Fiona herself. Video of the event is available on the ship's dedicated website, www.AllureOfTheSeas.com.

The sister ship to *Oasis of the Seas*, *Allure of the Seas* boasts a refreshing new array of features and onboard amenities, many of which have never before been seen at sea. In addition to the signature Oasis-class neighborhood design which provides guests with the opportunity to seek out relevant experiences based on their personal style, preference or mood, *Allure* measures 5 centimeters longer than *Oasis*. *Allure* is often referred to as the Entertainment ship due to her many new entertainment options, including the DreamWorks experience, *Blue Planet*, *Chicago: the Musical* and *OceanAria*.

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With a cache of distinct new 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. Photos and video of the Naming Event and additional information are 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) ROYALCARIBBEAN. Travel professionals should visit www.cruisingpower.com or call (800) 327-2056.

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