



MEDIA CONTACTS: Tracy Quan, (305) 539-6577
tquan@rccl.com

Erin Burden, (212) 445-8164
eburden@webershandwick.com

LIGHTS, CAMERA, OCEAN VIEWS...ROYAL CARIBBEAN INTERNATIONAL DEBUTS ORIGINAL SHORT FILMS DIRECTED BY JENNY MCCARTHY AND JAMES BROLIN
“The Allure of Love” and “Royal Reunion” Center Around Romance and Multi-Generational Family Travel on the High Seas

MIAMI, March, 9, 2011 – What does a modern day romantic cruise adventure look like? In her directorial debut, Jenny McCarthy stars in a sexy romantic comedy set onboard Royal Caribbean International’s newest cruise ship, *Allure of the Seas*. McCarthy, along with Hollywood veteran James Brolin, recently wrapped the “Ocean Views” film series project commissioned by Royal Caribbean, whereby the actors not only directed, but also star in, original short films designed to share great cinematic stories, while highlighting the variety of cruising experiences one can enjoy with Royal Caribbean. The film series is available on Royal Caribbean’s website and YouTube channel, www.RoyalCaribbean.com/OceanViews and www.youtube.com/royalcaribbeanintl, and marks the first time any cruise line has made the foray into the digital film forum. Created and produced by Mindshare Entertainment in association with GenerateLA, the films are expected to attract a variety of audiences, including those who may not have otherwise shown interest in taking a cruise vacation.

“In today’s ever-changing digital landscape, it’s important to recognize that consumers are getting their information from a variety of channels,” stated Betsy O’Rourke, SVP Marketing, Royal Caribbean International. “Royal Caribbean has always been known for its innovation, and the creation of these short films allows us to share our story with a wider audience that may not have considered a cruise vacation.”

McCarthy’s film “The Allure of Love” – which marks the actress’s first time both in front of and behind the camera – tells the story of two friends, Jessie (Courtney Henggeler) and Patrick (Charles Malik Whitfield) hatching the perfect plan to get a pair of star-crossed exes back together, Annie (McCarthy) and Bradley (Scott Elrod). But things go awry when technology gets in the way and the couple engages in a game of online picture posting one-upsmanship. It’s an unexpected comedic journey about rekindling romance on the high seas.

No stranger to filmmaking, James Brolin directs and stars in “Royal Reunion,” a heart-warming film about a multi-generational family voyage on Royal Caribbean International’s *Allure of the Seas*. Ben (Brolin) and Elaine (Caroline Lagerfelt) are celebrating their 40th anniversary on a cruise with their son, Jack (Dean Cain), daughter-in-law, Franny (Amy Yasbeck) and granddaughter, Sarah (Chelsea Ricketts). All that is missing is their fun-loving son, Nicky (Justin Baldoni) who decides to hide out and surprise everyone with his unexpected presence. After a series of comedic near-misses with his parents and brother, he discovers that the biggest surprises of all are the things that he doesn’t know about his family.

– more –

“It was a once in a lifetime experience to shoot these short films on the largest ship in the world,” said David Lang, President – North America, Mindshare Entertainment. “Through these films we hope to engage consumers by telling great entertaining stories, while also giving them a unique insight into what a cruise vacation can be with Royal Caribbean.”

“The Allure of Love” and “Royal Reunion” will debut on Sun., March 13 during an exclusive premiere event onboard Allure of the Seas in her home port of Port Everglades in Fort Lauderdale, Fla. Trailers for the short films are available at www.RoyalCaribbean.com and the films will be available in their entirety at 4p.m. on Sun., March 13. Immediately following the premiere, Jenny McCarthy ([@jennymccarthy](https://twitter.com/jennymccarthy)) will host a Twitter party from 5p.m. – 6p.m. with Justin Baldoni ([@justinbaldoni](https://twitter.com/justinbaldoni)), Amy Yasbeck ([@amyasbeck4real](https://twitter.com/amyasbeck4real)) and Scott Elrod ([@scott_elrod](https://twitter.com/scott_elrod)) to discuss the films and their experiences onboard Allure of the Seas. Media and consumers alike can join the party by following #OceanViews on Twitter and follow host [@RoyalCaribbean](https://twitter.com/RoyalCaribbean).

Royal Caribbean International is a global cruise brand with 22 ships currently in service. 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 visit www.cruisingpower.com or call (800) 327-2056.

#