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ROYAL CARIBBEAN UPGRADES CROWN & ANCHOR SOCIETY
*Cruise Line's Loyalty Program Enhances Recognition
of Member Guests Every Time They Sail*

MIAMI, January 21, 2011 – Along the cruise line's commitment to continuously elevate the vacation experience for guests, Royal Caribbean International today announced new enhancements to its Crown & Anchor Society guest loyalty program. The updated program better recognizes the cruise line's valued loyal guests and includes a migration from cruise credits to Cruise Points, creating a new way to earn membership status; two new member tiers, which include additional benefits; and a more personalized member section on the website. The enhancements to the Crown & Anchor Society take effect for sailings on or after January 21, 2011, and are the second part to the program's evolution, which first introduced additional benefits in June 2010.

"These latest enhancements to the Crown & Anchor Society will further help recognize our loyal guests when they sail with us," said Betsy O'Rourke, senior vice president of Marketing, Royal Caribbean International. "We continuously listen and respond to our members' feedback and have updated our loyalty program to provide a more equitable way for our members to advance to the next level. This program evolution is part of the Royal Advantage, our dedication to innovate our amazing ships and unprecedented programs to offer guests the best cruise vacation. It's important to understand that Crown & Anchor Society members will continue to enjoy all of their current program benefits and status, plus having the opportunity now to advance to the next tier even faster than before. For this one-time conversion, we have grandfathered everyone's status in the program."

The program's first enhancement is the transition from 'cruise credits' to 'Cruise Points.' The new system to earn tier status when sailing with Royal Caribbean International is based on one cruise point for every night spent aboard one of the cruise line's ships. The more nights members spend onboard, the more points they can earn. Additionally, Crown & Anchor Society members can earn double points when they pay for suite accommodation.

Furthermore, two new status levels are being introduced as part of the enhancements to the program: Emerald tier, between the current Platinum and Diamond status levels, and Pinnacle Club, the new top tier. The new progression of Crown & Anchor Society member status is Gold, Platinum, Emerald, Diamond, Diamond Plus and Pinnacle Club. The newly introduced Emerald status level will provide all the Platinum level benefits, in addition to some new benefits on their way to Diamond status, such as higher member savings for balcony and suite category staterooms and a personalized welcome gift on every cruise. Pinnacle Club members will be honored for their incredible loyalty to Royal Caribbean International and will be further recognized with all the benefits of the entire program and complimentary cruises at certain cruise-points milestones. Guests who have a minimum of 100 cruise credits before January 21, 2011, will be the first to be invited to join the new top Crown & Anchor Society member tier. Moving forward, Pinnacle Club status can be achieved with 700 Cruise Points, equivalent to 100 seven-night cruises – or less cruises if members choose to sail in suite category staterooms or on longer itineraries.

Additionally, the Crown & Anchor Society website (www.RoyalCaribbean.com/CrownandAnchor) is being re-launched to engage members and offer greater personalization. Each member will now enjoy a website experience that provides information that is relevant to them as soon as they log into their account. Members can now easily keep abreast of the latest news and offers that are available to them according to their status level and messages that are exclusively for them. Additionally, members can establish custom settings for items such as automatic upgrades for when a higher category stateroom becomes available. Emerald- and higher-level members with a booked sailing also can use the new member site to select new program benefits, such as a choice of beverages as part of their new Welcome Aboard gift basket.

Member guests will continue to enjoy the many Crown & Anchor Society benefits, such as the exclusive privilege to book their next Royal Caribbean cruise onboard and enjoy an Onboard Booking Bonus of up to \$200 onboard credit. For further value, members can use their Onboard Booking Bonus with their Crown & Anchor Society Savings Certificate or, for Platinum members and above, their Balcony and Suite savings benefit. Members who have registered their email address also will receive priority notification of special offers, news and itinerary updates.

To celebrate the incredible loyalty of program members, Royal Caribbean is introducing a limited time offer: ‘Bring a Friend’ and receive \$25 to spend onboard. Members will be rewarded for introducing new guests to Royal Caribbean International for new bookings made between January 12 and April 30, 2011. The promotion will offer a \$25 onboard credit per stateroom to Crown & Anchor Society members when sailing with their ‘first to Royal’ friends or family, for up to five staterooms per sailing, depending on the length of their cruise. Full details, terms and conditions and registration for promotion can be found online at www.RoyalCaribbean.com/BringaFriend.

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 go www.cruisingpower.com or call (800) 327-2056.

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