



Media Contacts:

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

Harrison Liu (305) 982-2363  
hliu@rccl.com

**ROYAL CARIBBEAN CHALLENGES ADVENTURERS TO  
THINK ‘WHY NOT’ WITH *CLUES TO THE CRUISE* PROMOTION  
*Nationwide Tour and Online Game Encourages Players to Explore Vacation Possibilities***

**MIAMI, March 5, 2009** – With spring just a few weeks away and the summer travel season on the horizon, Royal Caribbean International is offering vacationers the opportunity to discover the cruise line’s unparalleled experience without leaving shore. Starting today, Royal Caribbean’s “Clues to the Cruise” promotion is challenging adventurers of all ages to explore the new *Nation of Why Not* and the many ‘why not’ moments guests can enjoy on a Royal Caribbean cruise. Throughout, participants will earn prizes, ranging from sea monkeys to Royal Caribbean vacations, by solving puzzles and answering trivia online; visiting marketing partner websites; or satisfying a curiosity about options one would think impossible on a vacation.

Throughout Clues to the Cruise, players will learn more about Royal Caribbean’s legacy of innovation, some of the cruise line’s partners, and the *Nation of Why Not* – the world’s first floating nation consisting of 20 Royal Caribbean “states” (a.k.a. ships) and its citizens. Players who have never cruised before may even realize that they already have most of the qualifications to become a citizen of the *Nation of Why Not* – people who long to expand their horizons with unprecedented vacation choices and experiences they might never have considered on dry land.

To play, consumers should register at [www.CluesToTheCruise.com](http://www.CluesToTheCruise.com), an interactive online environment with an electronic game board consisting of 25 squares. The goal is to earn the squares by playing and winning various puzzles throughout a virtual cruise ship. When four adjacent squares are claimed, players have the opportunity to spin the Cruise Wheel to win exciting prizes, such as kayaks, boogie boards, digital cameras, and one of two Nickelodeon Family Cruises in the summer of 2009. For following the Clues to the Cruise, players also earn an entry for a chance to win one of 22 seven-night cruises to Alaska, the Mexican Riviera or the Caribbean.

Royal Caribbean is spreading the word about Clues to the Cruise through a variety of media in order to encourage consumers to explore the *Nation of Why Not*. A campaign of online banner ads, email invitations, and local market promotions will offer the first clues to help draw players to the online game.

*(more)*

Bringing the game to life, a not-to-be-missed Clues to the Cruise mobile tour – the centerpiece of which is a ball pit – will hit the road for a nationwide tour visiting popular family attractions, sporting events and festivals in select cities. At each stop, participants will have the opportunity to learn about and participate in Clues to the Cruise through a variety of activities, including the main attraction – a clue search challenge in the ball pit, where participants, either solo or with a teammate, attempt to collect as many lettered balls as possible in 45 seconds. Once the time is up, contestants will be tasked with unscrambling the letters to spell vacation-related words. Those that successfully match words to a master list will win prizes ranging from gear and products from a variety of partners, to coveted Royal Caribbean cruise vacations. Additionally, internet-ready laptops will be available for everyone who wishes to register instantly on [www.CluesToTheCruise.com](http://www.CluesToTheCruise.com) and play without delay.

The cross-country Clues to the Cruise tour will kick off in Los Angeles, CA on March 14 and end its tour in New York, NY on May 9. The Clues to the Cruise tour is scheduled to make the following stops, with surprise visits along the way:

- March 14: Hollywood and Highland, Los Angeles, CA
- March 15: Six Flags Magic Mountain, Los Angeles, CA
- March 21 – 22: Six Flags Over Texas, Dallas, TX
- March 27 – 29: Sony Ericsson Open, Miami, FL
- April 11 – 12: World of Coke, Atlanta, GA
- April 17 – 19: Atlanta Dogwood Festival, Atlanta, GA
- April 24 – 26: Fiesta San Antonio, San Antonio, TX
- May 2 – 3: Pecan Street Festival, Austin, TX

For more information on Clues to the Cruise, please visit [www.CluesToTheCruise.com](http://www.CluesToTheCruise.com).

Royal Caribbean International is a global cruise brand with 20 ships currently in service and two under construction. The line also offers unique cruisetour vacations in Alaska, Asia, Australia, Canada, Europe, South America and New Zealand. For additional information or to make reservations, call your travel agent, visit [www.royalcaribbean.com](http://www.royalcaribbean.com) or call (800) ROYAL-CARIBBEAN. To learn more or join The Nation of Why Not, visit [www.NationofWhyNot.com](http://www.NationofWhyNot.com). For travel professionals, go to [www.cruisingpower.com](http://www.cruisingpower.com) or call (800) 327-2056.

###