



**ROYAL CARIBBEAN INTERNATIONAL AND BARBIE® SET SAIL TOGETHER
TO OFFER FIRST-EVER BARBIE™ EXPERIENCE AT SEA**

*Girls Can Enjoy Exclusive Themed Staterooms, Tea Parties, Fashion Shows and More
Aboard the Industry's Newest Fleet*

MIAMI and EL SEGUNDO, CALIF. – Sept. 10, 2012 – Royal Caribbean International, in partnership with Mattel, is bringing the signature pink style of Barbie, the world's most popular doll, to the world's most innovative cruise line. The pop culture icon will come to the high seas for the very first time to invite girls to see what happens when Barbie becomes a part of their cruise vacation. The all-new Barbie™ Premium Experience, available exclusively on Royal Caribbean ships, is making its stylish splash aboard the cruise line's entire global fleet of 22 ships starting in January 2013 on select ships and rolling out to the remainder of the fleet by March 2013.

"Barbie remains the most popular doll of all time and a powerhouse brand among girls of all ages," said Lisa Bauer, Senior Vice President, Global Sales and Marketing, Royal Caribbean International. "She is everywhere girls are today, so it only makes sense that girls can now find her at sea exclusively aboard Royal Caribbean's fleet of world-class ships."

The partnership with Barbie will encompass a host of activities in the cruise line's award-winning Adventure Ocean youth program as well as a Barbie™ Premium Experience. Girls participating in the cruise line's award-winning Adventure Ocean youth program can be part of the complimentary version of the Barbie program. The experience offers Barbie Movie Night, Barbie Story Time and other complimentary themed activities, plus Barbie movies on their stateroom televisions.

The Barbie™ Premium Experience is the ultimate indulgence for Barbie enthusiasts. Girls can enjoy staterooms decorated in the iconic doll's signature style as well as exclusive, themed activities throughout the duration of their cruise – from an invitation-only tea party and mermaid dance class to a fashion design workshop and Barbie Girls fashion show. Highlights of the Barbie™ Premium Experience include:

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- **A Barbie stateroom**, adorned in the doll's signature style and featuring keepsakes such as a Barbie® doll and fashions, blanket and pillowcase, tote bag, toothbrush and toiletries bag. From the moment they step into their staterooms, girls will be drawn into Barbie's distinct world of style – and of course, pink!
- **Tiaras & Teacups party**, an invitation-only affair, featuring a whimsical palate of pink pastries and pink lemonade served on dainty dishes all while having fun learning tips on table etiquette.
- **Mermaid dance class** where girls can shimmy and shake while learning the latest dance moves from the hit movie *Barbie™ in a Mermaid Tale 2*.
- **Fashion Designer workshop** where girls can channel their inner fashion designer with Barbie inspiration boards and sketch materials. Girls also will have the chance to sketch and create their very own Barbie doll fashions.
- **Fashion Show** where girls can dress up to walk a pink carpet to the admiration and applause of their family and friends. Girls also will have the chance to perform their amazing dance routine as well as display their Barbie fashion creation. It's the ultimate celebration of a truly memorable experience with Barbie and Royal Caribbean.

“Barbie is truly a lifestyle brand that is part of a girl's world from her bedroom to playroom, computer to closet,” said Lori Pantel, Vice President Barbie Global Marketing. “We're excited to extend that brand experience to family cruise vacations with a fantastic partner – Royal Caribbean.”

Guests interested in the Barbie™ Premium Experience can visit www.royalcaribbean.com/Barbie to get more information and may book the experience by calling (800) ROYAL-CARIBBEAN or contacting their travel agent starting October 2012. The cost of the Barbie Premium Experience is \$349.00.

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About Royal Caribbean International

Royal Caribbean International is a global cruise brand with 22 innovative ships, calling on more than 270 destinations in 72 countries across six continents. The line also offers unique cruise tour land packages in Alaska, Canada, Dubai, Europe, and Australia and New Zealand. Royal Caribbean provides a world-class vacation experience with a wide range of signature onboard amenities, entertainment, and award-winning family programming. The cruise line has a 40-year history of giving guests the Royal Advantage – the most innovative cruise ships, exciting itineraries to popular destinations, and world-renowned friendly and engaging Gold Anchor Service.

Royal Caribbean has been voted “Best Cruise Line Overall” for nine consecutive years in the Travel Weekly Readers’ Choice Awards. For additional information or to make reservations, call your travel agent, visit www.RoyalCaribbean.com or call (800) ROYAL-CARIBBEAN. Follow Royal Caribbean on Facebook at www.Facebook.com/RoyalCaribbean or on Twitter, @RoyalCaribbean. Travel professionals should visit www.cruisingpower.com or call (800) 327-2056. Media can find information at www.royalcaribbeanpresscenter.com.

Royal Caribbean Cruises Ltd. (NYSE/OSX: RCL) is a global cruise vacation company that owns Royal Caribbean International, Celebrity Cruises, Pullmantur, Azamara Club Cruises and CDF Croisières de France, as well as TUI Cruises through a 50 percent joint venture. Together, these six brands operate a combined total of 40 ships with four under construction.

About Mattel

Mattel, Inc. (Nasdaq: MAT) is the worldwide leader in the design, manufacture and marketing of toys and family products. The Mattel family is comprised of such best-selling brands as Barbie®, the most popular fashion doll ever introduced, Hot Wheels®, Matchbox®, American Girl®, Radica® and Tyco R/C®, as well as Fisher-Price® brands, including Thomas & Friends®, Little People®, Power Wheels® and a wide array of entertainment-inspired toy lines. In 2012, Mattel was named as one of FORTUNE Magazine's "100 Best Companies to Work For" for the fifth year in a row. Mattel also is ranked among Corporate Responsibility Magazine's "100 Best Corporate Citizens." With worldwide headquarters in El Segundo, Calif., Mattel employs approximately 28,000 people in 43 countries and territories and sells products in more than 150 nations. At Mattel, we are *Creating the Future of Play*. Visit us at www.mattel.com, www.facebook.com/mattel or www.twitter.com/mattel.

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