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ROYAL CARIBBEAN NAMED BEST CRUISE LINE OVERALL BY TRAVEL WEEKLY READERS FOR TENTH CONSECUTIVE YEAR

Cruise Line also recognized with fifth consecutive Best in Sales and Services Award

MIAMI, December 14, 2012 – For the 10th consecutive year, Royal Caribbean International was named the Best Cruise Line Overall in the 2012 Travel Weekly Readers Choice Awards. The cruise line also was named the Best in Sales & Service for a fifth year, as well as topped the Domestic U.S. and Caribbean categories. Royal Caribbean was among the winners of the 10th annual Travel Weekly Readers Choice Awards gala dinner held in New York City’s Plaza Hotel on Thursday night.

“We are honored to be chosen again as the Best Cruise Line Overall by Travel Weekly readers – now for 10 straight years,” said Vicki Freed, senior vice president of Sales, Trade Support and Services, Royal Caribbean International. “We are also grateful to the travel agent community for voting us the best in Sales & Service for a fifth year in a row. This recognition reflects our ongoing Royal is *Loyal to You Always* commitment, where we strive every day to better support and empower our valued travel agent partners.”

Loyal to You Always is Royal Caribbean’s historical commitment of unwavering support for travel agents and helping them increase profits and grow their businesses. *Loyal to You Always* is built on four principles: Personal interaction and support; Valuable resources that get results; Increasing profits for travel agents; and Award-winning travel agent education and development programs. For additional information, please visit <http://www.RoyalisLoyaltoYouAlways.com>.

Winners were selected in 59 categories from airline, car, hospitality, rail, GDS, agent education, tour, cruise, destination and theme park sectors. The awards are presented to suppliers considered by Travel Weekly readers to have excelled in product and service during the past year.

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.

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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 10 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 Vicki’s Facebook page at www.Facebook.com/VickiLovesTravelAgents, go to www.cruisingpower.com, or call (800) 327-2056 and. 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 41 ships with three under construction.

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