



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

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

Royal Caribbean International Goes with New Onboard Revenue Program

Royal Media Partners to Provide Cruise Line with Exclusive Port Shopping Services

MIAMI, February 15, 2011 – Royal Caribbean International has announced an exclusive agreement with cruise industry entrepreneur Philip Levine and his newly formed company, Royal Media Partners, LLC (RMP) to transform its onboard port shopping services. Beginning October 1, 2011, Levine will provide port shopping services, publishing, compelling in-stateroom television programming and numerous innovative onboard media initiatives on the cruise line's ships sailing in the Caribbean, Bahamas, Bermuda, New England, Mexico and Alaska and with a major emphasis on interactive technology and entertainment.

“Royal Media Partners will take the port shopping revenue model to the next level by providing Royal Caribbean with its own exclusive port shopping program focusing on creative strategic partnerships, web-based marketing, mobile applications and other innovations,” said Lisa Bauer, senior vice president Hotel Operations. “Philip has over 20 years experience in the onboard revenue business, having founded and grown a \$400 million company, and we strongly feel he, and his team, have the experience and vision necessary to reinvent our port shopping program.”

“We are very excited to once again be working with the team at Royal Caribbean International and to not only increase revenue for the port shopping program, but to be a partner in driving all onboard revenue,” said Philip Levine, president and CEO Royal Media Partners.

The new port shopping program will feature exciting and compelling destination TV programming brought directly to guests' staterooms. Guests wishing to plan their shopping day at port will be able to access pre-cruise, web-based port shopping and concierge information, as well as live shopping talks on demand once onboard. By creating mobile applications especially for Royal Caribbean, guests may retrieve real time port shopping information and up-to-date values and specials from the comfort of their smart phones or other mobile devices. In addition, a customized Royal Caribbean International Magazine will feature lifestyle content and stunning photography. 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.

For more information on Royal Media Partners visit www.RoyalMediaPartners.com or call (305) 673-9500.

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