



**FROM THE BIG SCREEN TO THE HIGH SEAS: ROYAL CARIBBEAN AND DREAMWORKS ANIMATION UNVEIL AN UNPRECEDENTED STRATEGIC ALLIANCE**

**Stars of “Shrek,” “Madagascar,” “Kung Fu Panda” and “How to Train Your Dragon” to Delight Guests with Exclusive Entertainment and 3D Movies, Starting Onboard new *Allure of the Seas* in December 2010**

MIAMI, FL and GLENDALE, CA – June 4, 2010 – Furthering Royal Caribbean International’s commitment to providing guests with unparalleled vacation experiences, the global cruise line today announced that it has formed a strategic alliance with DreamWorks Animation SKG, Inc. (Nasdaq: DWA), the world-class animated film studio powerhouse, to bring the next generation of family programming and quality entertainment to the high seas. Vacationers of all ages will soon delight in interacting with some of DreamWorks Animation’s most beloved characters when a variety of new shows, activities and offerings are introduced on ships in the Royal Caribbean fleet. The alliance will first come to life for guests to enjoy onboard *Allure of the Seas*, Royal Caribbean’s newest ship that will debut in December 2010 and will share the title of world’s largest and most revolutionary cruise ship with its sister ship, *Oasis of the Seas*.

“Royal Caribbean and DreamWorks Animation share many of the same philosophies when it comes to high-quality family entertainment, so there is quite a lot of synergy going into this strategic alliance,” said Adam Goldstein, president and CEO, Royal Caribbean International. “We are constantly striving to offer dynamic and engaging programming onboard our ships and couldn’t think of a better brand than DreamWorks Animation to help take it to the next level.”

“Royal Caribbean is a world-class leader in the cruise ship industry who excels at continually finding innovative ways to raise the bar in providing family entertainment at sea,” said Jeffrey Katzenberg, CEO, DreamWorks Animation. “We look forward to working with them to incorporate DreamWorks Animation characters and storytelling throughout the entire cruise experience.” After launching on *Allure of the Seas*, the DreamWorks Animation-themed activities and amenities will be incorporated into Royal Caribbean’s renowned entertainment programs on *Oasis of the Seas*, *Freedom of the Seas* and *Liberty of the Seas*, with some of the studio’s most popular feature films – “Shrek,” “Madagascar,” “Kung Fu Panda” and “How to Train Your Dragon” – anchoring the integrations.

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Year round, “celebrity” characters including Shrek, Fiona and Puss In Boots of “Shrek;” Alex, Mort, and the Penguins of “Madagascar;” Po of “Kung Fu Panda” and Hiccup of “How to Train Your Dragon” will engage guests of all ages, day and night, with unique experiences, including exclusive special events and energetic parades, as well as through interactive character meals in the main dining room, and of course plenty of photo opportunities. Royal Caribbean’s younger guests who choose to participate in the complimentary award-winning Adventure Ocean children’s program will relish in an exhilarating new lineup of activities, games and adventures rooted in the popular DreamWorks Animation movies.

What’s more, the phenomenon of 3D movies will be introduced to the open ocean when Royal Caribbean installs the 3D screens in the ships’ theaters. The new addition will give guests the opportunity to experience both new and longtime favorite DreamWorks Animation movies on the big screen.

Taking the strategic alliance even further, Royal Caribbean will celebrate the addition of *Allure of the Seas* to the cruise line’s 21-ship fleet by inviting the DreamWorks Animation cast of characters to take the stage in the AquaTheater, the impressive outdoor venue located at the stern of the ship, to perform a one-of-a-kind aquatic based show full of acrobatics and high-diving stunts. In addition, Royal Caribbean’s popular ice-skating venue on *Allure* will feature the characters from the recent hit film, “How to Train Your Dragon” in a spectacular ice show for guests. The DreamWorks experience on the Royal Caribbean ships is included in the world-class entertainment programming at no additional costs to guests.

### **About Royal Caribbean International**

Royal Caribbean International is a global cruise brand with 21 ships currently in service and one under construction. The line also offers unique cruisetour land packages in Alaska, Dubai, Europe, Australia and New Zealand, and South America. For additional information or to make reservations, call your travel agent, visit [www.RoyalCaribbean.com](http://www.RoyalCaribbean.com) or call (800) ROYAL-CARIBBEAN. Travel professionals should visit [www.cruisingpower.com](http://www.cruisingpower.com) or call (800) 327-2056.

### **About DreamWorks Animation SKG**

DreamWorks Animation creates high-quality entertainment, including CG animated feature films, television specials and series, live entertainment properties and online virtual worlds, meant for audiences around the world. The Company has world-class creative talent, a strong and experienced management team and advanced filmmaking technology and techniques. DreamWorks Animation has been named one of the “100 Best Companies to Work For” by FORTUNE® Magazine for two consecutive years. In 2010, DreamWorks Animation ranks #6 on the list. All of DreamWorks Animation’s feature films are now being produced in 3D. The Company has theatrically released a total of 20 animated feature films, including the franchise properties of *Shrek*, *Madagascar*, *Kung Fu Panda* and *How to Train Your Dragon*. DreamWorks Animation’s next feature film is *Megamind*, scheduled to be released in 3D on November 5, 2010.

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## Caution Concerning Forward-Looking Statements

*This document includes certain forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. The Company's plans, prospects, strategies, proposals and our beliefs and expectations concerning performance of our current and future releases and anticipated talent, directors and storyline for our upcoming films and other projects, constitute forward-looking statements. These statements are based on current expectations, estimates, forecasts and projections about the industry in which we operate and management's beliefs and assumptions. These statements are not guarantees of future performance and involve risks, uncertainties and assumptions which are difficult to predict. Actual results may vary materially from those expressed or implied by the statements herein due to changes in economic, business, competitive, technological and/or regulatory factors, and other risks and uncertainties affecting the operation of the business of DreamWorks Animation SKG, Inc. These risks and uncertainties include: audience acceptance of our films, our dependence on the success of a limited number of releases each year, the increasing cost of producing and marketing feature films, piracy of motion pictures, the effect of rapid technological change or alternative forms of entertainment and our need to protect our proprietary technology and enhance or develop new technology. In addition, due to the uncertainties and risks involved in the development and production of animated feature projects, the release dates for the projects described in this document may be delayed. For a further list and description of such risks and uncertainties, see the reports filed by us with the Securities and Exchange Commission, including our most recent annual report on Form 10-K and our most recent quarterly reports on Form 10-Q. DreamWorks Animation is under no obligation to, and expressly disclaims any obligation to, update or alter its forward-looking statements, whether as a result of new information, future events, changes in assumptions or otherwise.*

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