



**ROYAL CARIBBEAN INTERNATIONAL TAKES DELIVERY OF *ALLURE OF THE SEAS***  
*Allure of the Seas Joins her Sister-Ship Oasis of the Seas as the*  
*World's Largest and Most Revolutionary Cruise Ship*

**MIAMI, October 28, 2010** – Royal Caribbean International takes delivery today of the newest addition to the cruise line's fleet, *Allure of the Seas*, from STX Europe in Turku, Finland. With Captain Hernan Zini at the helm, *Allure of the Seas* will be departing Turku on October 29, 2010, starting the 13-day countdown to her U.S. debut into her homeport of Port Everglades in Fort Lauderdale, Fla. on Thursday, Nov. 11. *Allure of the Seas* joins sister-ship *Oasis of the Seas* as the world's largest and most revolutionary cruise ship. Fans and enthusiasts are invited to follow her trans-Atlantic crossing through daily onboard webisodes on [www.AllureoftheSeas.com](http://www.AllureoftheSeas.com), and also by following @OasisandAllure on Twitter. Updates also will be posted on Chairman and CEO Richard Fain's "Chairman's Blog" on [www.AllureoftheSeas.com](http://www.AllureoftheSeas.com) and the "President's Blog" by President and CEO Adam Goldstein on [www.RoyalCaribbean.com](http://www.RoyalCaribbean.com).

Royal Caribbean's strategic alliance with DreamWorks Animation, featuring new onboard parades, ice shows, aqua shows and experiences with the film studio's beloved characters, along with the at-sea debut of the Broadway production *Chicago: The Musical*, and Royal Caribbean Productions' new Blue Planet aerial production and Ice Games ice show, offer guests unparalleled entertainment options. *Allure of the Seas* also boasts 26 dining options, including the first ever Starbucks at sea; a new fine dining experience at 150 Central Park, created by The Culinary Institute of America alumna Molly Brandt; Samba Grill Brazilian steakhouse; Rita's Cantina, a casual Mexican restaurant offering the widest selection of margaritas at sea; and the Boardwalk Dog House, an outdoor hot-dog specialty counter. Also making its maritime debut aboard *Allure of the Seas* is the GUESS Accessory store from one of the world's most recognizable fashion apparel and accessories brands, as well as the first BRITTO Gallery at sea by pop culture artist Romero Britto. In addition, new technological innovations include complimentary guest service kiosks in the Royal Promenade – which guests can use to instantly view, print and email their SeaPass folio, as well as check-in for flights and print airline boarding passes – and 3-D movie screens in the ship's Amber Theater located in the Entertainment Place neighborhood.

The official naming ceremony for *Allure of the Seas* will take place on November 28 during a one-night celebration to benefit the United Way chapters of Miami-Dade and Broward counties, among other charities. A special four-night sailing on December 1 will call at the cruise line's private beach destination of Labadee, along the north coast of Haiti, and *Allure of the Seas*' inaugural seven-night Western Caribbean itinerary will depart on December 5.

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[Allure of the Seas](#) shares the title of the world's largest and most revolutionary cruise ship with sister-ship *Oasis of the Seas*. With a cache of distinct onboard activities and amenities, *Allure of the Seas* offers one-of-a-kind entertainment performances, culinary concepts, retail venues and technology innovations. An architectural marvel at sea, *Allure's* neighborhoods are divided into seven distinct themed areas, which include Central Park, Boardwalk, the Royal Promenade, the Pool and Sports Zone, Vitality at Sea Spa and Fitness Center, Entertainment Place and Youth Zone. She spans 16 decks, encompasses 225,282 gross registered tons, carries 5,400 guests at double occupancy, and features 2,700 staterooms. *Allure of the Seas* alternates a Western Caribbean with an Eastern Caribbean seven-night itinerary from her home port of Port Everglades in Fort Lauderdale, Fla. Additional information is available at [www.AllureoftheSeas.com](http://www.AllureoftheSeas.com).

Royal Caribbean International is a global cruise brand with 22 ships currently in service. 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.

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