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RAMA REBBAPRAGADA HONORED BY ASIA CRUISE COMMUNITY WITH CREATION AND PRESENTATION OF FIRST ANNUAL RAMA REBBAPRAGADA AWARD FOR OUTSTANDING CONTRIBUTION TO THE CRUISE INDUSTRY

SINGAPORE/MIAMI – October 9, 2013 – At the Cruise Shipping Asia-Pacific Conference in Singapore last night, Celebrity Cruises President & CEO Michael Bayley had the honor of presenting an award created by the Asia cruise community to honor Bayley's longtime friend and colleague Rama Rebbapragada: The first annual "Rama Rebbapragada Award for Outstanding Contribution to the Cruise Industry in Asia."

Bayley began by sharing with the conference's largest audience to-date some of his fondest memories and amusing anecdotes about the late Rebbapragada, a longtime colleague who was instrumental in growing the brands of Royal Caribbean Cruises Ltd. throughout Asia-Pacific.

"We all owe tremendous thanks for all Rama did to raise awareness of cruising in this region, and for the passion he exhibited for this business every day," said Bayley. "He was instrumental in opening and building new markets across the region, was a true ambassador for the industry, and worked tirelessly to further our collective growth. He was a genuine innovator, with an impressive vision, energy and commitment to the Asia market. Most of all, though, Rama was a great friend to so many of us at this event."

Joined on stage by Rebbapragada's wife, Patricia, Bayley presented the award to Ms. Ong Huey Hong, Director of Cruising with the Singapore Tourism Board, in recognition of her influential role in the development of Singapore's Marina Bay Cruise Centre, which has proven to be a catalyst in transforming Singapore's cruise landscape. Among her multiple achievements: Huey Hong actively pushed for the creation of the Cruise Development Fund to accelerate deployment in the region, and identified the need to grow the distribution channels, working closely with the Asia Cruise Association to expand the pool of cruise specialists in key source markets.

"Like Rama, Huey Hong is a clear advocate and champion for the cruise industry, and exemplifies the values Rama demonstrated to all of us over two decades," said Bayley.

About Royal Caribbean Cruises Ltd.

Royal Caribbean Cruises Ltd. (NYSE/OTC: 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 four under construction. They operate diverse itineraries around the world that call on approximately 460 destinations on all seven continents. Additional information can be found on www.royalcaribbean.com, www.celebritycruises.com, www.azamarclubcruises.com, www.pullmantur.es, www.cdfcroisieresdefrance.com, www.tuicruises.com, or www.rclinvestor.com.

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