



**ALLURE OF THE SEAS SET TO ENTICE VACATIONERS WITH  
DISTINCT FEATURES AND EXPERIENCES**

***3-D Movie Screens, Trendy Retail Stores and New Dining Offerings Shake Up Neighborhoods onboard  
Royal Caribbean International's Newest Ship***

MIAMI – Royal Caribbean International welcomes its newest ship, *Allure of the Seas*, to the fleet as she brings with her a refreshing new array of features and onboard amenities as the world's largest and most revolutionary cruise ship, a title she shares with sister-ship *Oasis of the Seas*. In addition to the signature Oasis-class seven neighborhood design concept, *Allure's* distinct personality takes center stage with the debut of new distinguishing entertainment performances and dining venues, additional retail options and innovative technology, to name a few.

Introducing the next generation of family programming and quality entertainment, *Allure of the Seas* debuts a strategic alliance with **DreamWorks Animation** with themed activities and amenities that are brought to life by the film studio powerhouse and Royal Caribbean. 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” engage vacationers of all ages, day and night, with the one-of-a-kind AquaTheater<sup>SM</sup> production *Let You Entertain Me*, a DreamWorks themed parade down the Royal Promenade, the *How to Train Your Dragon* ice skating show, interactive Character Breakfasts in the main dining room, and of course plenty of photo opportunities. Royal Caribbean's complimentary award-winning Adventure Ocean children's program features an exhilarating new lineup of activities, games and adventures rooted in the popular DreamWorks Animation movies. Royal Caribbean's famed *Oasis of the Seas*, *Freedom of the Seas* and *Liberty of the Seas* will also host the beloved characters and entertainment offerings as early as January 2011.

The phenomenon of **3-D movies** adds a new dimension to Entertainment Place onboard *Allure*, thanks to specially equipped 3-D screens in the ship's Amber Theater. Following suit, Royal Caribbean's popular *Freedom of the Seas* and *Liberty of the Seas*, as well as sister-ship *Oasis of the Seas*, also will be equipped with 3-D technology as part of revitalizations planned for next year.

*Allure of the Seas* continues Royal Caribbean's unparalleled reputation of award-winning caliber entertainment with **Chicago: The Musical**, Broadway's longest-running and most recognizable theatrical production, which headlines in *Allure's* Amber Theater. The main theater also is the stage for a spectacle of music, dance and aerial acrobatics in *Blue Planet*. Across the wide variety of venues onboard, guests enjoy world-class entertainment, including *OceanAria*, a signature aquatic production in the ship's open-air AquaTheater, fusing high dive thrills with dramatic aerial choreography; an *Allure* ice show extravaganza, *Ice Games*, on the ship's ice-skating rink, Studio B; spectacular and colorful parades in the Royal Promenade; and everything else in between, from jazz performances to live comedy shows.

(more)

Showcasing onboard experiences all her own, *Allure of the Seas*, establishes new culinary concepts and tempting twists to the signature Oasis-class restaurants. Brazilian steakhouse **Samba Grill** is a destination restaurant that comes to life for dinner service in the Solarium, featuring authentic Brazilian-style meats and seafood dishes served table-side and sliced straight off the skewer. In Central Park, recently anointed Chef de Cuisine Molly Brandt presents guests with a one-of-a-kind menu and distinct dining experience at the upscale **150 Central Park** restaurant.

The best of classic Mexican beach bars and Southern California's famed taquerias are combined in **Rita's Cantina**, a vibrant new restaurant in the Boardwalk neighborhood where adults and kids alike can enjoy some of their favorite Mexican fare. The more casual setting is a favorite lunch, snack or dinner spot for guests seeking a flavorful fiesta aboard *Allure of the Seas* and by night, Rita's Cantina introduces new nightlife to the Boardwalk with live guitar music, drinks and dancing. Offering some of the best and widest selection of margaritas at sea, guests can choose from authentic and signature concoctions, or create their own from the extensive list of quality tequilas, variety of fruit-flavor combinations and have it served frozen or on the rocks. Also new to Boardwalk's dynamic scene will be **The Boardwalk Dog House**, an outdoor hot dog specialty counter serving traditional hot dogs, wieners, brats, sausages and other delicious linked meats and a variety of toppings to split a long bun. Guests also can enjoy their favorite signature, made-to-order espresso and Frappuccino blended beverages at the first ever **Starbucks at sea** on the bustling Royal Promenade.

Contributing to *Allure of the Seas*' cache of one-of-a-kind experiences, world renowned contemporary artist Romero Britto unveils the very first **BRITTO** Gallery at sea in the Central Park neighborhood, marking the next evolution of the long-standing partnership between the global cruise line and pop icon. A unique sculpture of Britto's well-known butterflies grace the gardens of Central Park, marking the engaging and interactive space styled to emphasize the color, innovation and spirit encapsulating Britto's art. In addition, Britto has created a custom painting, as well as a Royal Caribbean-inspired teddy bear available exclusively onboard for guests to purchase. The Royal Promenade features the latest stylish handbags, wallets, watches, shoes, jewelry, eyewear and perfumes of world famous apparel company **GUESS**. The new retail addition is not only the brand's first flagship store at sea, but also one of the largest GUESS Accessory boutiques.

New complimentary onboard conveniences such as **guest services kiosks** in the Royal Promenade allow guests to instantly view, print or e-mail their SeaPass folio or their personal calendar, as well as check-in and print airline boarding passes. Each Grand Suite and higher category stateroom aboard *Allure of the Seas* also is equipped with an **Apple iPod dock** for guests to set their own personal ambience.

(more)

“We are thrilled to debut *Allure’s* unique onboard amenities, entertainment and dining offerings which create experiences that make for a memorable vacation,” said Lisa Bauer, senior vice president, Hotel Operations, Royal Caribbean International. “Though *Allure of the Seas* and *Oasis of the Seas* are sister ships and share the popular seven neighborhoods design, guests will enjoy *Allure’s* distinctive character and wide selection of choices that appeals to every age and lifestyle. The Royal treatment, delivered by every member of our world-renowned friendly and engaging staff and crew, remains a staple of the Oasis-class ships and our ships around the world.”

The following includes the array of new experiences that distinguish *Allure of the Seas* from sister-ship *Oasis*:

**ENTERTAINMENT:**

- *Chicago: The Musical* (Amber Theater in Entertainment Place)
- *Let You Entertain Me* starring the characters of Madagascar (AquaTheater in the Boardwalk)
- DreamWorks themed parade (the Royal Promenade)
- *How To Train Your Dragon* ice show (Studio B)
- 3-D movies (Amber Theater in Entertainment Place)
- *OceanAria* (AquaTheater in the Boardwalk)
- *Blue Planet* (Amber Theater in Entertainment Place)
- Ice Games (Studio B in Entertainment Place)

**DINING**

- 150 Central Park with Chef de Cuisine Molly Brandt, an alumna of The Culinary Institute of America (Central Park)
- Samba Grill Brazilian Churrascaria (Solarium )
- First ever Starbucks at sea (Royal Promenade)
- Rita’s Cantina (Boardwalk)
- Boardwalk Dog House (Boardwalk)
- Character Breakfast with DreamWorks Animation “celebrities” (Adagio Dining Room)

**AMMENITIES**

- BRITTO Gallery (Central Park)
- GUESS (Royal Promenade)
- Guest service kiosks (Royal Promenade)
- Apple iPod docking stations (Grand Suite and higher category staterooms)

*(more)*

[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 new 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) ROYALCARIBBEAN. Travel professionals should visit [www.cruisingpower.com](http://www.cruisingpower.com) or call (800) 327-2056.

# # #