



Get out there[®]

Freedom of the Seas Press Release

Freedom Is... Virtually Cruising

Royal Caribbean's Updated Sitelet Provides Freedom Of The Seas Virtual Tours And A Chance To Win A Cruise Onboard New Ship

Miami - January 30, 2006 - The ever-changing FreedomoftheSeas.com sitelet is now giving guests more reasons to embark on a virtual visit of the line's newest and most innovative cruise ship, Freedom Of The Seas. Commissioned by Royal Caribbean, the successful sitelet, a joint effort by Arnold Worldwide and IQ Interactive, features full-motion video, complete with three-dimensional renderings of the ship's features folded into onboard scenes for a truly interactive, life-like experience. New content showcasing the ship's innovative features has been revealed on a rolling basis beginning in July 2005 through the launch of Freedom Of The Seas in May 2006.

Some of the newest content on the site is the interactive Art Preview. This area showcases all art onboard Freedom Of The Seas, including information on the artists and in-progress pictures of these customized works. Freedom's onboard art theme is "The Four Elements - Earth, Fire, Air and Water," each of which the site will visually explore January through April. The sitelet features the Centrum, where the art will encompass all four elements.

Guests can also virtually tour Royal Caribbean's largest stateroom ever, Freedom's Presidential Family Suite. Using advanced video compositing and animation techniques, visitors are transported into a game-like environment resembling the actual 2,000 plus square-foot suite. Visitors can also explore each of the five rooms in the suite and the balcony, interacting with the full-motion people they encounter.

The new experiences are seamlessly tied to previously launched experiences by the Guide, a live-action video composited in the scene, which greets guests upon entering the sitelet. The Guide navigates a personalized tour of the ship based on the user's vacation preferences.

Guests can immerse themselves in the ship, seeing and hearing about the onboard amenities, including the FlowRider surfing simulator, cantilevered whirlpools, and the H2O Zone water park. If guests like what they see, they can enter to win an unforgettable vacation onboard Freedom, home of the first-ever surf park at sea. From now until February 15, 2006, registered entrants can



play the new online Wax & Win Surf Game, where waxing a virtual surfboard could reveal a pair of lucky FlowRider surf simulator images - the ticket to one of many instant prizes, including iPod nanos, beach bag packages and Royal Caribbean surfing T-shirts.

The success to date of FreedomoftheSeas.com has been above expectation. Since the launch of the latest updates, the average time consumers have been spending on the high-bandwidth site is more than eight minutes, which is well beyond industry standard. This level of consumer engagement is a testament to the highly interactive and engaging content of the site, not to mention its innovative use of technology and design.

At 160,000 GRT and holding 3,634 guests double-occupancy, Freedom Of The Seas will be the largest cruise ship in the world when she debuts in May 2006. The first in Royal Caribbean's new Freedom class, she will be the most forward-looking and innovative ship the company has built to date. Freedom Of The Seas will sail seven-night Western Caribbean itineraries from Miami calling in Cozumel, Mexico; George Town, Grand Cayman; Montego Bay, Jamaica; and Royal Caribbean's private destination, Labadee, Hispaniola. Learn more about this incredible new ship by visiting FreedomoftheSeas.com.

Wave Loch, Inc. manufactures simulated surfing attractions located around the world (see www.waveloch.com). FlowRider[®] is a trademark of Light Wave Ltd., of Reno, Nevada.