



WHY NOT SET SAIL WITH ROYAL CARIBBEAN & DREAMWORKS ANIMATION



THE DREAMWORKS EXPERIENCE: FAQs

Royal Caribbean International® announces strategic alliance with DreamWorks Animation® - June 4, 2010 filled with your favorite characters from Shrek®, Madagascar™, Kung Fu Panda® and more.

Q: The announcement specifically references “Shrek,” “Kung Fu Panda,” “Madagascar,” and “How to Train Your Dragon.” Will characters from other DreamWorks movies also be incorporated into onboard programming?

A: At this time we will only have characters from these movies integrated into our programming but as DreamWorks introduces other franchises into the market, we will review this to keep our programming fresh and new for our guests.

Q: Which ships will feature the DreamWorks experience?

A: At this time, DreamWorks programming will only be featured on Allure of the SeasSM, Oasis of the Seas®, Freedom of the Seas®, and Liberty of the Seas®.

Q: Is there a timeline for when the programs will begin to be offered onboard the Royal Caribbean ships?

A: The DreamWorks programming will launch with the debut of Allure of the Seas in December 2010. The programs will be rolled out to the other ships during the first quarter of 2011.

Q: Are there plans to roll this out to all of the Royal Caribbean ships in the fleet in the future?

A: Assuming it's as successful as we all anticipate, yes that is a possibility.

Q: Will there be other special DreamWorks events offered beyond the character meals, parades and special events, 3-D movies, Adventure Ocean® programming and shows?

A: Yes, we are still working on the many activities that we can develop for our guests to enjoy onboard our ships.



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Q: Will the character meals be available for breakfast, lunch, and dinner? How many days during a week-long cruise will they be offered?

A: *We are still fine-tuning the details of this experience and will be able to provide more details in the near future.*

Q: Is there a cost for the character meals?

A: *No, as with all the activities in the DreamWorks experience included in our entertainment programming there is no additional cost for our guests.*

Q: What differences exist between the new DreamWorks programming and the activities offered by Disney Cruise Lines? Was the partnership intended to compete with Disney directly?

A: *The DreamWorks characters appeal to all age groups, not just children. This alliance was decided upon independent of any programming offered by our competitor cruise lines. The DreamWorks brand adds a new dimension to our already extensive list of family-friendly programs.*

Q: What are the DreamWorks activities that will be integrated into the Adventure Ocean youth programs. Will they be concentrated to a particular age group? Will there be an extra cost associated with this?

A: *In our Adventure Ocean program we will be offering themed parties and activities with the DreamWorks characters for all program age categories. As with our regular Adventure Ocean program, there will be no additional cost for children registered in the program or for the DreamWorks experiences.*

Q: Can families book birthday parties, or other special family events with DreamWorks characters?

A: *Yes, details are still being finalized at this time.*

Q: Where will the 3-D movie screens be offered onboard and will they be on each of the ships in your fleet?

A: *The 3-D movies will be offered in the main theaters onboard Allure, Oasis, Liberty and Freedom. At this time there are no plans to extend these to other ships.*

Q: Will you be able to watch DreamWorks movies from your stateroom?

A: *Yes, we will have a dedicated in-room channel of DreamWorks entertainment.*

Q: Will DreamWorks programming extend to any of your international ships?

A: *At this time, there are no plans to expand the programming to our ships in international markets.*

Q: What are the names for the AquaTheater show or ice show featuring DreamWorks characters?

A: *We are still finalizing the names of our shows, but we can tell you that the AquaTheater show will be based around the Madagascar movies and the ice show will feature characters from How to Train Your Dragon.*

Q: Will the ships without an AquaTheater offer shows in the main theater featuring DreamWorks?

A: *At this time only Allure of the Seas will feature DreamWorks shows - the aqua show and ice show.*

Q: Will the shows featuring the characters follow the plot line of the movies or will they be original productions?

A: *As with our regular entertainment program the DreamWorks-themed shows will be original productions exclusive to Allure of the Seas.*

Q: Are you already casting for the DreamWorks shows?

A: *Yes, we cast year round for all of the shows we offer on our ships and have an upcoming casting call on September 3rd. You can find more information at www.RoyalCaribbeanProductions.com.*

Q: Are there any plans to offer sneak previews of new DreamWorks movies onboard Royal Caribbean ships that include 3-D screens?

A: *Anything is possible. There are no set plans for this at the moment, but we're looking at many opportunities to elevate the alliance with DreamWorks and offer the very best experience for our guests.*

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Q: Will you need tickets for the movies that will be shown onboard?

A: *No, seats will be available on a first come basis and are complimentary like all of the entertainment on our ships.*

Q: How many different movies will be offered throughout a 7-night cruise? Will the movies change seasonally?

A: *We will have access to the entire DreamWorks animation library and will use them across all our movie programming.*

Q: What about guests that aren't on family vacations (i.e. honeymooners, mature audience) who don't want to interact with characters?

A: *Just as with any of our programming, the DreamWorks experience will simply be one of many options and choices for families and our guests who may choose to participate if they desire. Adult activities across the ships will continue to be offered.*

Q: Will DreamWorks programming be incorporated into private destinations (Labadee® & CocoCay®) as well?

A: *There are no plans for that at this time.*

Q: Will you be selling any themed merchandise?

A: *Yes, we will have DreamWorks merchandise for sale in our retail stores.*

Q: Will you be charging more of a premium for sailings that include the DreamWorks experiences?

A: *We are not charging a premium as these characters and activities will be onboard 52 weeks a year. However, we do believe they will drive very high demand which may result in higher rates for these four ships, as our guests have indicated that they want branded entertainment.*

Q: How long is the alliance with DreamWorks? Is there an end date?

A: *Our initial plan is to have DreamWorks as part of our experience for three years, but hopefully much longer.*

Q: How did the alliance come about—who approached whom?

A: *Both companies are in the business of providing high end entertainment, so it was natural that the two would connect.*

Q: How much is the licensing deal costing?

A: *This is not public information and cannot be disclosed.*



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