



YOUR LOYALTY DESERVES THE ROYAL TREATMENT

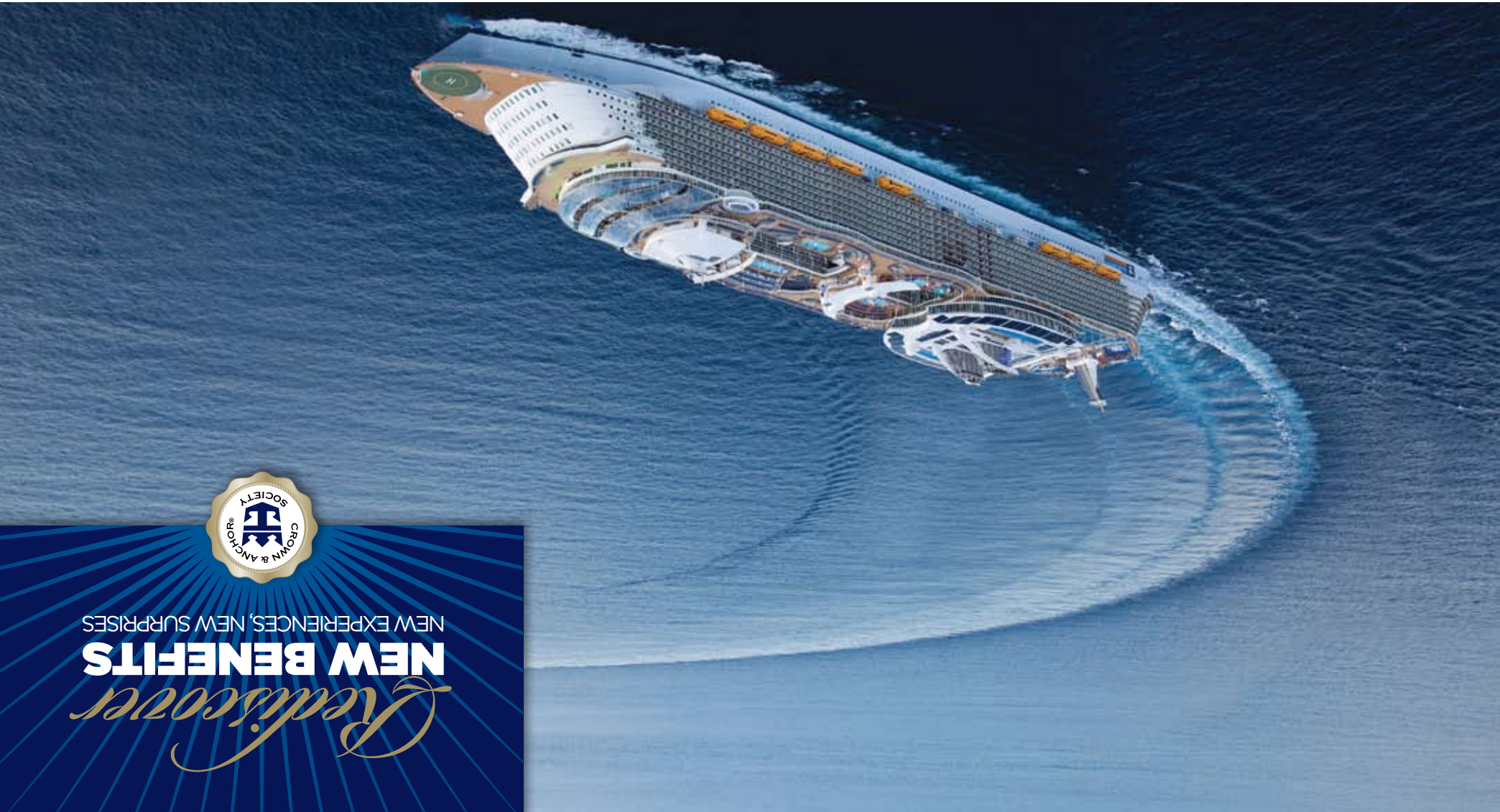


Royal Caribbean International®
P.O. Box 026053
Miami, FL 33132 USA
www.RoyalCaribbean.com

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YOUR GOLD MEMBERSHIP
BENEFITS JUST GOT BETTER!



NEW BENEFITS
NEW EXPERIENCES, NEW SURPRISES



A MESSAGE FROM THE PRESIDENT

Redefining
LOYALTY

Dear Paula,

I would like to personally thank you for being a valued Gold Crown & Anchor® Society member. As a Gold member, your loyalty means a great deal to us. That's why we at Royal Caribbean International® wanted to further recognize and reward our most valued guests. I am pleased to be the first to share exciting news with you about our newly enhanced loyalty program - designed to provide benefits that matter most to you.

When it comes to delivering a more gratifying experience to our Crown & Anchor guests, the question isn't why - it is *Why Not?* These exclusive new benefits will add to those you've enjoyed in the past. There has never been a better time to be a member of the Crown & Anchor Society - and there is much more to come!

With 21 ships, soon to be 22 with the arrival of Allure of the Seas™ in December, sailing to over 261 world-wide vacation destinations, we look forward to welcoming you back onboard soon.

Loyally yours,

Adam M. Goldstein

Adam M. Goldstein
President & CEO

