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FOR IMMEDIATE RELEASE

ROYAL CARIBBEAN ESTABLISHES OCEAN FUND

MIAMI, Florida -- (October 17, 1996) -- Royal Caribbean Cruise Line (RCCL) today announced the formation of the Royal Caribbean Ocean Fund. The fund, to which Royal Caribbean has decided to contribute \$1 million over the next three years, is designed to support research, education and other projects to protect the oceans on which we travel.

At a press briefing held at the Seamen's Church Institute in New York City, Royal Caribbean Chairman and CEO Richard Fain awarded the first grant of \$50,000 to the Center for Marine Conservation (CMC). The CMC, a non-profit organization dedicated to conserving marine species and their habitats, coordinates the International Coastal Cleanup, as well as other ocean conservation efforts.

"The oceans are very important to us. We think that this fund can make a positive contribution to the oceans that support us," Fain said. "We're pleased to have the Center for Marine Conservation be our first recipient. We look forward to hearing the results of work supported by the fund and sharing them with others in the cruise and shipping industries and the public at large."

Accepting the award for the Center for Marine Conservation, CMC President Roger McManus said, "The Royal Caribbean Ocean Fund and the Center for Marine Conservation have much in common, a vast majority of the planet -- the ocean. With the fund's financial support, CMC will continue our work to keep the marine environment healthy, beautiful, and a great place to visit for all of us."

Royal Caribbean has strived to be a leader in environmental protection since its founding in 1969. The company's extensive "Save the Waves" program includes a number of specific programs, as well as training and monitoring of officers and crew members. RCCL is the first cruise line to be awarded the prestigious Safety and Environmental Protection (SEP) certification issued by the leading international ship classification society, Det Norske Veritas (DNV). SEP is a voluntary program designed to enhance safety and environmental protection procedures above those required by law and regulation.

Royal Caribbean is one of the world's largest cruise lines, operating 10 modern ships with a total capacity of 16,800 passengers. Between 1996 and 1998, the company will introduce four new ships with a total additional capacity of 7,900 passengers. In 1996, the award-winning fleet offers passengers 54

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different itineraries and 134 destinations and attractions in the Caribbean, Bahamas, Alaska, Mexico, Bermuda, Panama Canal, Europe, Scandinavia, Russia, Hawaii, the Far East and Southeast Asia.

For additional information about Royal Caribbean, visit the line's Internet site on the World Wide Web at <<http://www.royalcaribbean.com>>.

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