



**LET US ENTERTAIN YOU! ROYAL CARIBBEAN INTRODUCES SHOW STOPPING ENTERTAINMENT LINE-UP ONBOARD *ALLURE OF THE SEAS***

*Newest Ship Delivers the Ultimate in Entertainment with DreamWorks Animation Characters and Exciting New Shows*

**MIAMI**– Royal Caribbean International redefines cruise ship entertainment with an unprecedented array of shows, activities and programming taking center stage onboard *Allure of the Seas*. The world’s largest and most innovative cruise ship, a title *Allure* shares with sister-ship *Oasis of the Seas*, features novel, world-class production shows that come to life on stage, ice and water.

Furthering Royal Caribbean’s commitment to provide guests with unparalleled vacation experiences, *Allure* introduces the next generation of family programming with new DreamWorks Animation activities and shows, thanks to a recently established partnership between the film studio and the cruise line. 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 production *Let You Entertain Me*, the ice skating show *How to Train Your Dragon*, a DreamWorks Animation parade down the Royal Promenade, interactive Character Breakfasts in the Adagio Dining Room, and plenty of photo opportunities. Royal Caribbean’s younger guests who choose to participate in the complimentary award-winning Adventure Ocean children’s program can relish in an exhilarating new lineup of games and adventures rooted in the popular DreamWorks movies. What’s more, the phenomenon of 3-D movies comes to life in the ship’s Amber Theater allowing guests to experience new and longtime favorite movies, including DreamWorks feature films on the big screen. The DreamWorks experience will be expanded to *Oasis of the Seas*, *Freedom of the Seas* and *Liberty of the Seas* as early as January 2011.

Adding to the roster of Royal Caribbean’s award-winning caliber of entertainment is *Chicago: The Musical*, Broadway’s longest-running and most recognizable theatric production headlining *Allure’s* Amber Theater. The main theater also will play host to new show, *Blue Planet*, a spectacle of music, dance and aerial acrobatics, exploring the wonders of the world and creating an all-encompassing environment sure to mesmerize guests.

From the open-air AquaTheater to the exceptional Studio B ice skating rink, guests have the opportunity to observe diverse performances, such as *OceanAria*, a signature aquatic production fusing high dive thrills with dramatic aerial choreography in the ship’s outdoor amphitheater, and *Ice Games*, an ice show extravaganza based on the classic board game Monopoly that takes a “spin of the dice” and whisks the audience through a dynamic adventure. Vibrant parades, intimate jazz performances and original live comedy shows round out the diverse entertainment options onboard *Allure of the Seas*.

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Following is a snapshot of the not-to-be-missed headline shows and entertainment offerings onboard *Allure of the Seas*:

### **AquaTheater**

The ship's open-air amphitheater-style venue in the Boardwalk neighborhood is home to the most unique shows ever seen at sea. Seating 735 guests, the AquaTheater hosts live music, themed events, fountain shows and cabarets, and two aquatic performances.

- ***Let You Entertain Me:*** In this aquatic performance, the characters of DreamWorks Animation's feature film, "Madagascar" – Alex, Gloria and Mort – and Royal Caribbean's Aqua Cast, dazzle guests with singing, dancing, amazing diving and acrobatic skills in hopes of being King Julian's chosen hero to help get the water back to the jungles of Madagascar and save the day.
- ***OceanAria:*** An ancient underwater civilization is revealed in *OceanAria*, a signature aquatic production that fuses high dive thrills with dramatic aerial choreography. A dazzling display of fountains provides an ever-changing backdrop of movement and color while an exciting orchestral soundtrack provides voice and harmony to this ocean adventure.

### **Amber Theater**

Located in the ship's Entertainment Place neighborhood, the state-of-the-art Amber Theater features a thrust stage and a proscenium extending into the audience to create a more interactive environment. Seating 2,160 guests, the Amber Theater will feature 3-D movies and four different shows, each performed several times throughout each sailing, including:

- ***Chicago: The Musical:*** As one of the longest-running shows on Broadway, *Chicago: The Musical* is the second Tony Award-winning musical that Royal Caribbean has brought to the high seas. Set in the tough-talking, Prohibition-era, *Chicago* takes to *Allure's* Broadway-style proscenium stage with the hottest and most high-energy numbers on the playbill.
- ***Blue Planet:*** Created exclusively for *Allure*, *Blue Planet* explores the wonders of the world with powerful music, soaring vocals, energetic dance, and aerial acrobatics. The Amber Theater transforms into an all-encompassing environment that transports the audience through a moving, visual spectacular.
- ***Headliner Show:*** The variety of different Headliner Shows introduce guests to fabulous acts including world-class singers, musicians, magic and juggling acts.

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### **Studio B**

The popular Studio B ice-skating rink in the Entertainment Place neighborhood continues to awe guests with spectacular and vibrant ice shows. The venue also serves as the locale for a variety of themed events.

- ***“How To Train Your Dragon” Ice Show:*** Join Hiccup the Viking boy, Toothless the Dragon and the whole Viking village from the DreamWorks motion picture “How To Train Your Dragon” in an adventurous tale told by Prune Hilda, an original character created exclusively for this ice show.
- ***Ice Games:*** The classic board game of Monopoly is brought to life in an ice adventure created exclusively for *Allure of the Seas*. Elaborate costumes, backdrops, video and lighting produced by award-winning designers create a fantasy game world that delights guests of all ages.

### **Comedy Live**

Also located in Entertainment Place, Comedy Live is one of the signature after-dark venues onboard *Allure of the Seas*. The adult comedy club is a fun and intimate space with décor inspired by the London Underground.

- **Comedy Shows:** Nightly performances by talented stand-up comics will provide side-splitting laughs and antics. Two comedians will take the stage each night during one-hour long shows performed two to three times nightly.

### **Theme Nights and Parades**

With a Royal Promenade almost double the width of those found on Voyager- and Freedom-class ships, *Allure of the Seas* continues the tradition of Royal Caribbean’s signature theme nights and parades with new events that integrate the DreamWorks characters.

- **The DreamWorks Parade:** With more than 70 performers, the Royal Promenade comes alive with DreamWorks Animation’s most popular characters from “Shrek,” “Kung Fu Panda,” “Madagascar” and “How to Train Your Dragon.”
- **Disco Inferno Street Party:** Down the lengths of the Royal Promenade, across the Captain’s Bridge, and up on the Rising Tide Bar and the mezzanine, guests dance to the music of the 70’s in this Disco-themed street party.

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[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 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.

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