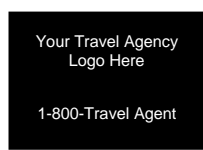


# CO-OP TELEVISION

## Charter :25/:05



Annrc: We the people, hereby secede from land and declare ourselves the Nation of, Why Not? From this moment on, we will be a Nation adrift. Free to ask, Why Not ice skate on the equator?

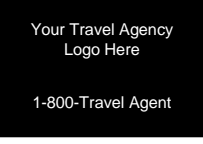


Climb mountains at sea? Or Why not do nothing at all? Become a citizen of our nation. Royal Caribbean, the Nation of Why Not?

## Culture :25/:05



Annrc: Do you have what it takes to be a citizen of our nation? And will you solemnly swear to start every day by asking, Why Not?



Declare your independence. Become a citizen of our nation. Royal Caribbean, the Nation of Why Not?

## CO-OP TELEVISION

One of the best ways to capture the true personality of a Royal Caribbean International® cruise vacation is to tag one of our national television commercials with your corporate name. Royal Caribbean now offers two television spots; "Charter" and "Culture". The first spot, "Charter", is an entertaining, upbeat TV spot introducing the Nation of Why Not?SM, a place where innovation and imagination rule supreme. The second spot, "Culture", is an inspirational TV spot which motivates people to step outside of their comfort zones and dive into a realm they normally would not experience; the Nation of Why Not?. These spots show how a Royal Caribbean cruise is so much more than your clients have ever imagined.

The Nation of Why Not is our nation at sea where guest citizens are encouraged to start each day by asking, "Why Not?" The combination of exciting onboard activities with the new and engaging Nation of Why Not make these commercials a very effective sales tool for you. To use one of them yourself, simply have the TV station insert your corporate name and contact information at the end of the spot, using the typeface Gotham Ultra or Gotham Book. If neither of these are available, please match the font as closely as possible. We suggest using all-white capital letters. Please be aware that pricing is not permitted on this Royal Caribbean International TV spot.

This commercial has been produced under the provisions of the 2006 Extension of the 2003 SCREEN ACTORS GUILD contract and its use is governed by that agreement. We will make you aware of talent expiration dates. If either spot is broadcast after its expiration date, you will be responsible for any residuals due to the principal actors and voice over talent. Royal Caribbean International is not liable for any monetary compensation due to the talent if the spot airs past the expiration date.

***To order a taggable version of these spots, please use the form under co-op materials in the Sales and Marketing Kit.***