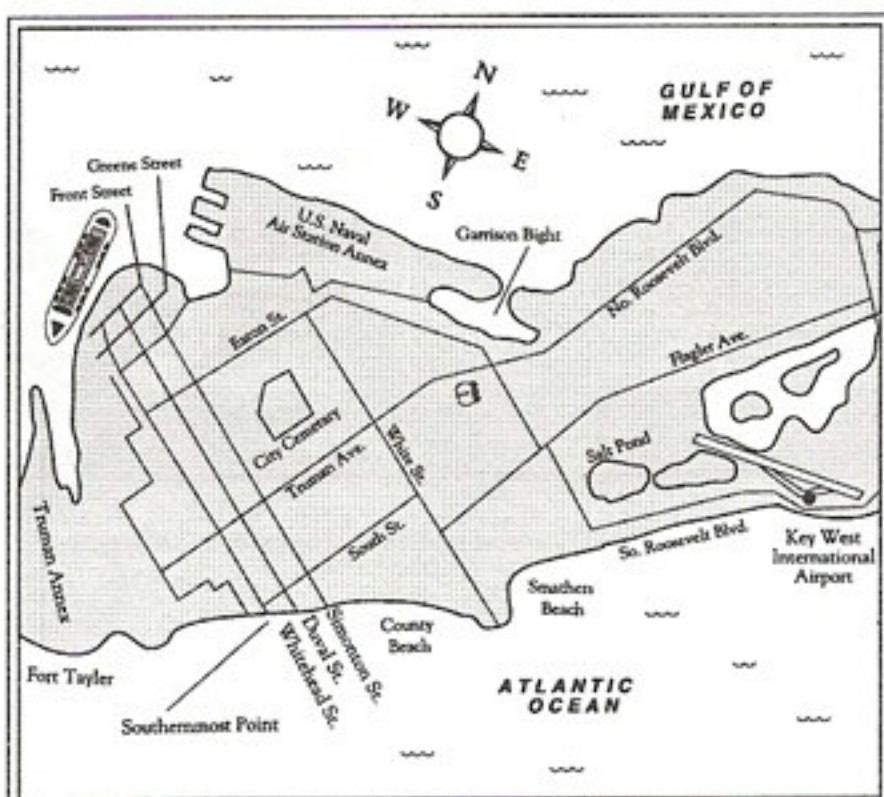


DISCOVER SHOPPING

KEY WEST

A Guaranteed Adventure!



CAPITAL

The capital of Florida is Tallahassee.

LOCATION

"The Conch Republic" is the southernmost island of the Florida Keys.

SIZE

Key West is approximately 2 miles wide by 5 miles long.

POPULATION

Approximately 25,000 people live in Key West.

LANGUAGE

English is the primary language of Key West.

CURRENCY

The official unit of currency is the United States dollar. Travelers checks and major credit cards are widely accepted.

TOURIST INFORMATION

There is a Visitor's Center located on Wall Street, near the ship dock.

DISCOVER JEWELRY

DISCOVER WATCHES

Ammolite by Korite.....	Diamonds International
Crown of Light.....	Diamonds International
David Yurman.....	Jewels
The Eighty-Eight®.....	Diamonds International
Hearts on Fire.....	Diamonds International
Floating Fantasies by Asher.....	Diamonds International
Hello Kitty.....	Jewels
Judith Ripka.....	Diamonds International
Kabana.....	Key West Pearl Co.
Mark Henry.....	Azura by Jewels
Mikimoto.....	Jewels
Rainbow Sapphire by Asher.....	Diamonds International
Roberto Coin.....	Jewels

Chopard.....	Jewels
ESQ Swiss.....	Diamonds International
Longines.....	Diamonds International
Maurice Lacroix.....	Diamonds International
Movado.....	Diamonds International
National Geographic.....	Diamonds International
	Watch & Design
Philip Stein Teslar.....	Diamonds International
	Azura by Jewels

The Key West
Butterfly
NATURE CONSERVATORY & BOUTIQUE

Voted #1 Attraction in Key West
for the Fourth Consecutive Year by the
"People's Choice Award" in Key West

JEWELS

Defining Luxury in the Caribbean

Some of the Caribbean's Best Duty Free Stores

Azura
by **JEWELS**

Colombian Emeralds of Distinction

1



DIAMONDS INTERNATIONAL

#1 Recommendation for Diamonds

- **Unbeatable Selection:** Buying closest to the source affords you the largest selection of all diamonds and diamond jewelry in the Caribbean.
- **Lifetime Diamond Upgrade Policy:** Trade-in your diamond for a bigger or brighter diamond.
- **A Cut Above the Rest:** Diamonds by Hearts on Fire, Crown of Light and The Eighty-Eight® Collection
- **Fine Designers:** Caribbean Topaz, Chameleon, Ammolite by Korite
- **Timepieces:** ESQ, Gucci, Maurice Lacroix, Longines, Michele, Movado, National Geographic & Philip Stein "Oprah Watch"

2



TANZANITE INTERNATIONAL

The Tanzanite Expert - Since 1988

- **From the Source:** Buy direct from a Tanzanite One Sightholder at incredible prices.
- **Tanzanite:** Thousands of loose and set pieces in every size, shape and color
- **Guarantee:** Buy authentic tanzanite with confidence - each piece comes with a certificate of authenticity
- **Opportunity:** Tanzanite is increasingly rare and its value increases each year.

3



DEL SOL

The World's Largest Color-Change Retailer

- **"It's 5 O'clock Somewhere"!** This custom-made T-shirt is exclusive to Del Sol Key West, on the southernmost part of the Continental United States
- **Over 100 Apparel Options:** T-shirts, tank tops, polo shirts, dyed shirts; Everything bursts into vibrant colors when exposed to UV rays.
- **Just for Kids:** T-Shirts, sport discs, toys, yo-yo's and more
- **Solize Sunglasses, Jewelry and Accessories:** Polarized lenses with a lifetime guarantee, lost, stolen or broken, free replacement; hats, visors, beach bags, nail polish, rings, pendants, earrings and watches all guaranteed for life

4



AZURA BY JEWELS

- Emerald, ruby and sapphire jewelry with superior quality and style
- **Colombian Emeralds of Distinction:** Emeralds of the finest quality and richest color
- **Diamonds:** Exceptional cut and quality, backed by independent certified appraisals

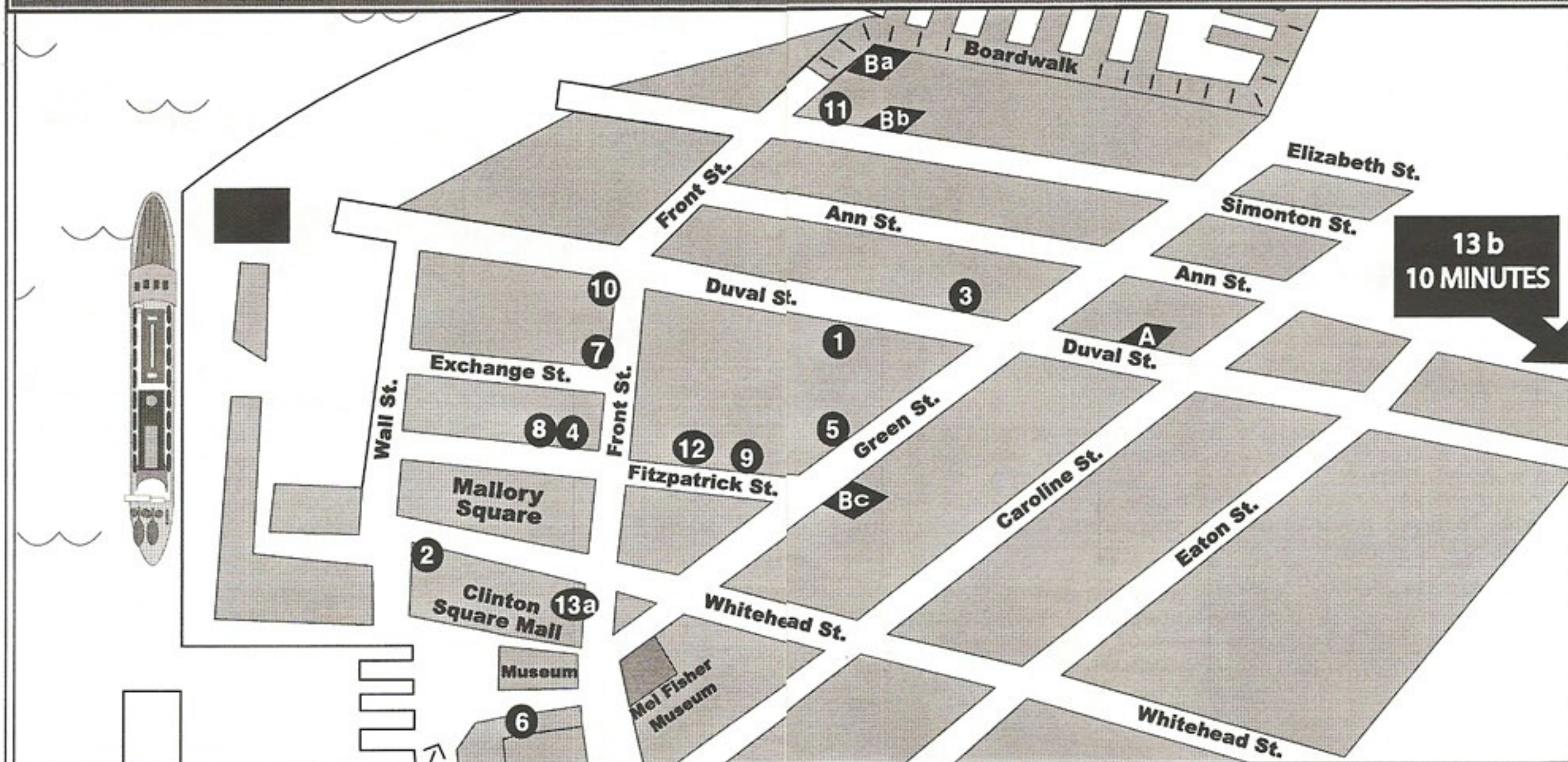
5

NAUTICAL TREASURES

Fine Gold Jewelry at Discount Prices

- **Jewelry:** Thousands of gold charms
- **Gemstone Jewelry:** Opal inlay, tanzanite, Caribbean sunset, moonlight topaz and Caribbean topaz
- **Coins:** Gold and silver Atocha coins

SHOPPING IN KEY WEST



6

TOUCHED BY THE SUN

Color Change Headquarters - The Kid's Toy Store

- **Color Change Headquarters:** Huge assortment of toys and color change products
- **The "Shadiest Promotion":** Free Identity Sunglasses with every color change T-shirt purchase; 80 different styles of famous, stylish Identity and Life-Guard polarized sunglasses

7

TORTUGA RUM CAKE CO.

A Taste of the Islands

- **Gifts and Souvenirs:** Caribbean rum punch mix, rum fudge, rum coffee, Blue Mountain coffee and T-shirts
- **New Taste of Florida Rum Cakes:** Orange, key lime and coconut
- Have your kids take a photo with the friendly pirate outside.

8



JEWELS

Some of the Caribbean's Best Duty Free Stores

- **Jewels Guarantee:** Incredibly low, duty free prices on brand name watches and jewelry
- **Exclusive Authorized Retailer of David Yurman:** Their custom David Yurman boutique has a huge selection
- **Exclusive Authorized Retailer:** Chopard, Bvlgari, Tissot, Raymond Weil, Michele, John Hardy, Lagos, Gucci, Bedat, Swiss Army, Citizen and Pianegonda
- **Exclusive Jewelry:** Elegant 18K white gold and diamond jewelry at incredible savings

9

SILVER SHACK

One Stop Shop For Silver

- **Souvenirs:** Sandal pendants with chains and silver "Key West" charms
- **Gemstone Jewelry:** Opals, amber and larimar, the Caribbean gemstone
- **Gifts:** Multi-color mother of pearl pendant and chain

10

KEY WEST PEARL CO.

Don't Miss One of the Most Visited Stores in Key West

- Authorized dealer for Kabana, a unique collection of inlaid Australian fire opal with tanzanite, pink, white and black mother of pearl copyrighted jewelry pieces; Diamond In A Pearl exclusive patented pearl creations, truly the gift of love; David Borenstein exceptional diamond designs for everyone
- One of a kind authentic ancient treasure coin jewelry masterpieces, shipwreck and buried treasure artifacts including a genuine Atocha 70 lb. silver bar
- Extensive selection of exotic tanzanite pendants and rings, rare Mexican fire opal pieces, natural Colombian emeralds, Key West nautical gold charms and many other unique hard to find precious and semi-precious stone creations

11

THE KEY WEST WINERY

Key Lime, Mango, and Award-Winning Tropical Wines

- Enjoy free wine tasting daily
- Tropical glassware and unique gifts; shipping available in the United States
- Mojito sets and mixes, gourmet foods, key lime products

12

TOUCH OF GOLD

Unique Jewelry at Incredible Savings

- **Deep Blue Tanzanite by Timothy Pasha:** Each tanzanite and diamond purchase comes with a certified appraisal and certificate of authenticity.
- **Exotic Gemstones in Unique Settings:** Incredible savings on tanzanite, blue diamonds, pink mother of pearl in rose gold
- Atocha coins guaranteed at low prices

13a/b

THE KEY WEST BUTTERFLY & NATURE BOUTIQUE

Voted #1 Attraction in Key West for the Fourth Consecutive Year by the "People's Choice Award" in Key West

- **1316 Duval Street Conservatory:** Hundreds of living butterflies and exotic colorful birds in a climate controlled greenhouse
- **Explore Butterfly World:** Learning center film presentation, unique gift shop and butterfly gallery
- **291 Front Street Boutique:** Nature store with butterfly art work, clothing, jewelry, toys and gifts

DINING & SPECIALTIES

A

IRISH KEVIN'S

Bar Restaurant

"I Came, I Drank, I Don't Remember!"

- **Live Entertainment:** Sing along and enjoy great drink specials all day!
- **Gift Shop:** World famous Irish Kevin's T-shirts and souvenirs available

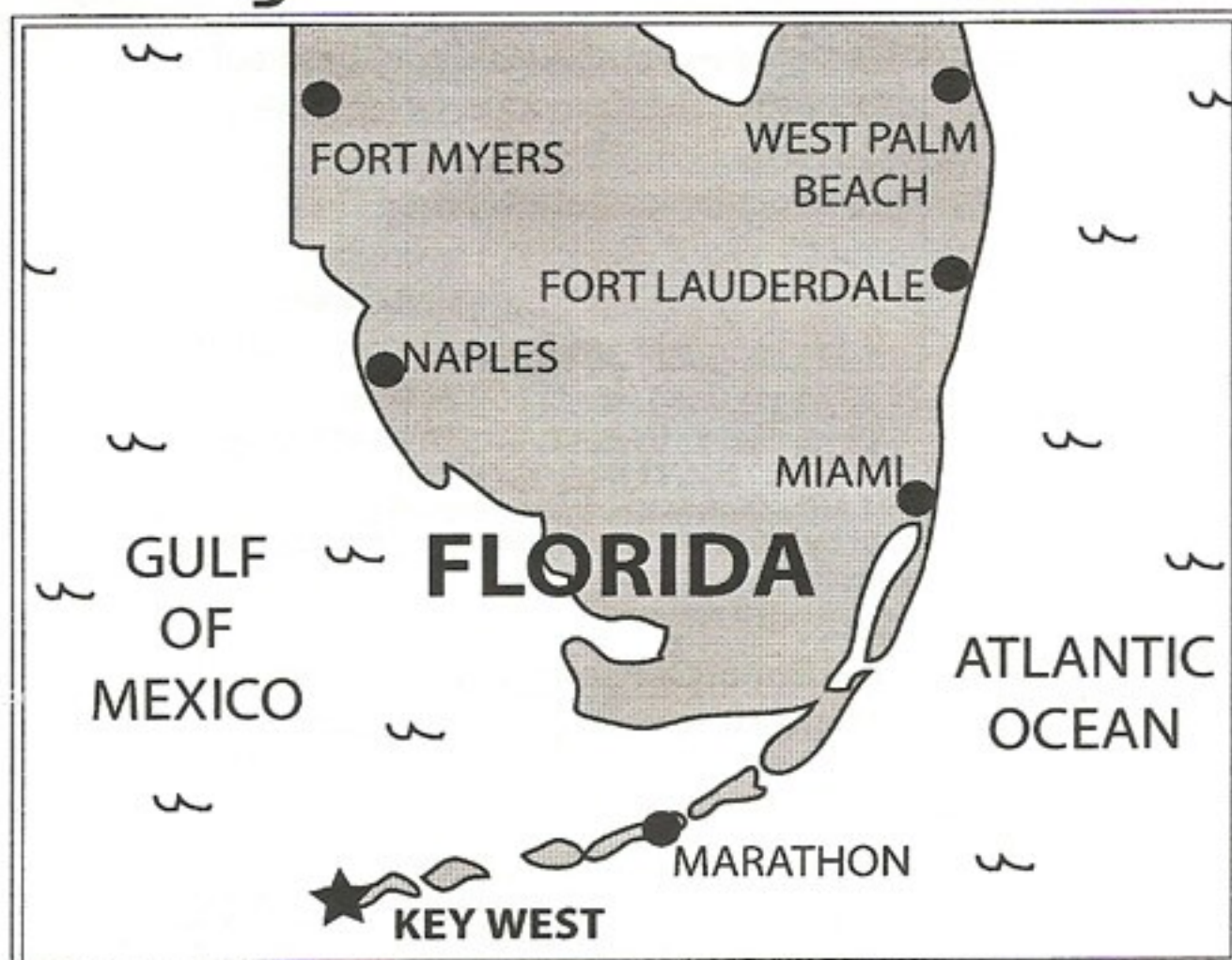
Ba/b/c

BLOND GIRAFFE KEY LIME PIE FACTORY

Watch their Pies Being Made!

- **Located at the Historic Key West Coca-Cola Bottling Plant at 107 Simonton Street:** Award-winning key lime pie, fresh from the oven, original key lime rum cake, frozen key lime pie dipped in chocolate on a stick, coffee and espresso
- **Voted "Best Key Lime Pie in Florida" Five Years in a Row by Florida Monthly Magazine:** Official winner of "Best Key Lime Pie" in Key West (Key Lime Pie Festival 1999)
- Wide variety of key lime related gifts and products

Spotlight on Key West



HISTORY

Key West is a mesh of festive, innovative, and artistic individuals living amidst a fairy tale land of colorful ginger bread style homes, eclectic shops, and an ever-present lively, 24-hour "night life."

There's an energy in the town of Key West that is unrivaled by other ports. Walking is the best way to see the town of Key West, although bikes are an extremely popular way to see this charming port.

Shopping in Key West is like no other shopping in the world. If you think you have everything, you are in for a surprising treat! Key West prides itself in famous diamond stores, artists markets, butterfly art, key lime treats, aloe, "magic" color changing souvenirs, and pearls from around the world.

Visited frequently by legends such as Jimmy Buffett, Ernest Hemingway, and Harry Truman, Key West stimulates the minds and warms the heart of everyone who visits. Enjoy your day in the Southernmost port in the United States!

LOCAL FLAVORS

Key West offers the most assorted array of goods of any port of call in the Americas. From delicious key lime treats and mango wine to shell crafts and diverse art by local artists, Key West has something to tickle everyone's fancy.

DOCKING/TENDERING

The ships dock at the Hilton Marina Pier or Truman Annex, in the heart of town.

SHORE EXCURSIONS

Please check your tour ticket for the correct meeting time and location of your tour. Your cruise line representative will direct you to your transportation.

TRANSPORTATION

Taxi can be secured on Duval Street. Expect prices comparable to major cities.

HOW TO GET TO TOWN

The best way to see the Old Town section of Key West is on foot.

SHOPPING

Shopping in Key West is both fun and exciting! This port has some of the best souvenir, clothing, jewelry and specialty shops in the world. Located within a few blocks from the ship port, Key West's recommended shopping spots offer quality merchandise and friendly service in a historic, fun-filled atmosphere. While in Key West, shop for renowned jewelry from sunken treasures, unique clothing and a wide variety of souvenirs.

BANK HOURS

Banks are open Monday to Friday from 9:00 am to 5:00 pm.

STORE HOURS

Stores are open from Monday to Sunday 9:00 am to 9:00 pm.

POST OFFICE HOURS

The post office is open Monday to Friday 8:00 am to 5:00 pm.

PHONE LOCATIONS

Phones are located on pier B, behind the Hilton Hotel.

EMERGENCY

In case of an emergency, dial 911.

DISCOVER

MUST
SEE

STORES!

DIAMONDS[®]
INTERNATIONAL

TANZANITE[®]
INTERNATIONAL

DEL SOL

Azura[®]
by JEWELS

JEWELS
Defining Luxury in the Caribbean

GUARANTEE

Shop with confidence, knowing that all merchants on this map have been carefully selected and each offers a 30-day guarantee to cruise line guests. This guarantee ensures buyers that all recommended merchants will repair or replace any unsatisfactory item, excluding buyer's negligence, buyer's remorse and lost or stolen merchandise. For purposes of determining quality and value of jewelry related to a buyer's complaint, only appraisals secured by a buyer from independent graduate gemologists, not affiliated with any retail jeweler, will be acceptable. Please inquire about individual store return policies before finalizing any purchase.

The port shopping program is operated by Onboard Media; Inc. Participating merchants have paid an advertising fee to Onboard Media for inclusion in this program. Onboard Media handles all customer relations claims relating to

the guarantee. If you become aware of a problem during the cruise, please contact the Shopping Guide onboard for immediate assistance. If a problem arises after the cruise but within 30 days of the purchase date, contact the Customer Relations Department at Onboard Media, 1691 Michigan Ave. Suite 600, Miami Beach 33139, Phone: (800) 396-2999, Fax: (305) 673-2741, Email: shoppingissues@onboard.com, Hours: Monday through Friday 9:00 am to 5:30 pm EST (Eastern Standard Time)

Please send a letter and include the name of the ship, cruise date, store name and merchandise problem. Also enclose a copy of the sales receipt and any relevant documents relating to the sale. Onboard Media will contact the recommended store on your behalf for repair or replacement, and you will be notified accordingly.