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ROYAL CARIBBEAN LAUNCHES SIGNATURE BEDDING COLLECTION
Guests Can Recreate the WOW for Indulgent Vacation Slumbers at Home

MIAMI, March 17, 2011 – Royal Caribbean International has launched the Royal Caribbean Bedding Collection, providing consumers with the opportunity to recreate their onboard sleep experience – from mattress to pillow and duvets to pillow cases – in the comfort of their own home. Manufactured exclusively for Royal Caribbean in Italy, the collection is designed to provide the regenerative comfort of a vacation-night rest and features a full-line of bedding essentials available for purchase at www.RoyalCaribbeanBeddingCollection.com.

“In line with our Royal Advantage program, the Royal Caribbean Bedding Collection was chosen with care to offer the indulgent sleep experience that they enjoy onboard and longed and requested to bring home,” said Lisa Bauer, senior vice president of Hotel Operations, Royal Caribbean International. “Guests can continue to experience the WOW at home with a good night’s rest with our signature bedding, designed for comfort and, most important, quality. The new bedding collection offers consumers a little Royal Caribbean cruise vacation at the end of every day.”

Made and imported in Italy, the Royal Caribbean Bedding Collection by Maternoll & Emmebiesse is distributed by Global Resources Registry and offers guests the opportunity to enjoy a home version of the same bedding they experienced onboard. Each item, available in various sizes, is designed and engineered to deliver, deep, restorative sleep, night after night. Guests may choose to purchase a mattress, pillow top pads, pillows, bedding set or a duvet insert.

The collection features two types of mattresses, the Royal Mattress and the Royal Suite mattress. Also available are two types of pillow top pads – the Royal Pillow Top Pad and Royal Memory Pillow Top Pad – and two types of pillows, Royal Memory Pillow and Royal Sweet Dream Pillow. The complete bedding set includes: fitted sheet with corners, flat sheet embroidered with the Royal Caribbean Crown & Anchor logo, which arrive in an elegant Cofanneto gift box, plus two pillowcases, two Royal Sweet Dream Pillows and a duvet cover with buttons. The Royal Caribbean Collection is available for purchase at www.RoyalCaribbeanBeddingCollection.com for shipping to the U.S. and Canada.

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Royal Caribbean International is a global cruise brand with 22 ships currently in service. The line also offers unique cruise tour land packages in Alaska, Canada, Dubai, Europe, and Australia and New Zealand. For additional information or to make reservations, call your travel agent, visit www.royalcaribbean.com or call (800) ROYAL-CARIBBEAN. Travel professionals should go www.cruisingpower.com or call (800) 327-2056.

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