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**PARADISUS RESORTS' SIGNATURE *ROYAL SERVICE* GOES
'ADULTS-ONLY' AT ITS RIVIERA CANCUN PROPERTY**

Miami, Florida – Paradise, Sol Melia's five-star, luxury all-inclusive resort brand offering guests a superlative, real-life fantasy vacation experience with its all-suite accommodations, gourmet dining choices and full range of complimentary amenities, is reserving its signature *Royal Service* at the Paradise Riviera Cancun for adults and couples only – a move that is part of a new branding strategy that will allow the resorts to better serve guests.

Paradise first introduced the adults-only concept at the Paradise Palma Real Resort in Punta Cana, Dominican Republic where the change elevated the service to a new level of pampering and met with unmitigated success. Paradise Resorts will transition its one-of-a-kind *Royal Service* for adults-only at the Paradise Riviera Cancun Resort effective September 15.

Paradise' adults-only *Royal Service* offers guests unequalled luxurious accommodations and amenities with a strong focus on personalized attention and service. In addition to private check-in and check-out, an exclusive *Royal Service* lounge, indulgent butler service, and private beach and pool areas with Bali-beds and concierge service, *Royal Service* guests also enjoy pillow menu selections, and such newly introduced indulgencies as a personalized in-room mini-bar, choice of in-room Espresso or coffee machine, and customized turned-down service adapted to their own desire. *Royal Service* guests also receive preferential reservations for specialty restaurants, spa, activities and excursions, and a la carte dining for breakfast and lunch in an exclusive restaurant.

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Paradisus Riviera Cancun's exclusive *Royal Service*, is a member of "Leading Hotels of the World," a distinction that only a handful of hotels and resorts around the world can claim. The honor recognizes not only the exceptional service and overall guest experience, but the *Royal Service* Suites themselves, which are oversized with panoramic garden or romantic ocean views, and feature elegant mahogany furniture with spacious living room area, Jacuzzi for two, private terraces, and an in-room CD player.

Especially designed for couples, the *Royal Service* Imperial Romance suites are perfect for a romantic interlude, with fresh flowers, chocolates, "his and hers" bathrobes and keepsake Paradisus branded clothing items. Couples will enjoy L'Hermitage, an adults-only, French gourmet restaurant, the perfect respite for an intimate dinner, and may select from a variety of romantic activities, such as massage therapy classes and honeymoon cocktails.

The Renova Spa, member of "Leading Spas of the World" offers adults and couples a myriad of pampering services and treatments, including body wraps, massages and scrubs, a relaxation lounge, steam bath and sauna, two Jacuzzis, beauty salon and a fitness center with the latest, state-of-the-art equipment. For more adventurous pursuits, adults and couples may select an array of complimentary activities - non-motorized water sports, scuba diving, snorkeling and tennis.

Recent renovations at the Paradisus Riviera Cancun Resort include additions to the Reef Grill, with a new patio area and new furniture. Located on the terrace alongside the pool area, the Reef Grill serves light meals and snacks.

Paradisus Resorts are sophisticated, luxury all-inclusive resorts by Sol Meliá Hotels & Resorts, one of the world's most successful hotel companies, managing seven distinctive brands – *ME by Meliá*, *Meliá Hotels & Resorts*, *Tryp Hotels*, *Sol Hotels & Resorts*, *Paradisus Resorts*, *Sol Meliá Vacation Club* and *Luxury Lifestyle Hotels & Resorts* – totaling more than 350 hotels in 30 countries. For more information on Paradisus Resorts, visit www.paradisusresorts.travel. Individual reservations can be made through a travel consultant by calling 1-800-33MELIA, the nearest Sol Meliá Reservation Center.

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