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THE BIKINI BOOT CAMP “SHAPES UP” AT THE RITZ-CARLTON, CANCUN

CANCUN, México – February 19, 2008 - For travelers wishing to break the routine, bring fitness into their lifestyle and enjoy a Caribbean experience full of dynamism and renovation, The Ritz-Carlton, Cancun is introducing the Bikini Boot Camp, an energetic morning program offering a combination of outdoor exercises designed to sculpt and shape the body.

At the Bikini Boot Camp, the beach and the hotel’s swimming pools become a magnificent natural gymnasium. The professional fitness instructors Mercedes Lozano and Ivan Orozco guide participants through a series of fun, yet effective exercises, offering cardio work out and muscular training.

The day begins at 6:30 a.m. with a sunrise power walk on the beach in which soothing breathing techniques enhance the peaceful ambiance. The experience continues with a yoga fusion class, hydro-balance exercises in the pool, pilates or stretching sessions, among others. The training ends at 1 p.m. with a hearty meal by the sea allowing participants to recover energy, enjoy healthy recipes and learn about their nutritional benefits.

Each activity encourages guests to incorporate important healthy habits into their daily lives and to reach their fitness goals. The program is customized according to the physical condition of each participant.

“The Bikini Boot Camp generates a sense of self-motivation and instills integral renewal. Guests will go back home inspired to pursue a healthier lifestyle” mentioned Mercedes Lozano, who has more than 15 years of experience in fitness.

Room packages are available starting at \$639 USD per room and include deluxe accommodation for two nights, daily access to the bikini boot camp program, breakfast and lunch. Guests can also reserve a one-day program as a separate activity of their stay.

Furthermore, the resort offers an alluring variety of sports and recreational facilities including two outdoor pools, a Cliff Drysdale Tennis Center, a modern fitness center and a studio for conditioning classes. Healthy menus are available at all restaurants and at the Culinary Center which offers a Spa Cuisine class.

Considered one of the most elegant resorts in the world, The Ritz-Carlton, Cancun features 365 guestrooms overlooking the sea, a 1,200-foot beach, sculpted outdoor swimming pools, a full service Spa, an impressive Culinary Center and award winning restaurants. For more information contact the hotel directly at 52-998-881-0808, The Ritz-Carlton toll free reservations at 1 (800) 241-3333, your travel consultant or visit ritzcarlton.com.