

DRIFT AWAY WITH *CLOUD NINE SLUMBER THERAPY*

AT THE RITZ-CARLTON, AMELIA ISLAND

AMELIA ISLAND, FL (June 18, 2007) - The Ritz-Carlton, Amelia Island is offering a unique spa turndown service to encourage sweet dreams: designed to encourage relaxation and sound sleep, the blissful *Cloud Nine Slumber Therapy* is a bedtime spa treatment guests enjoy in the convenience and quiet of their own rooms.

With healthy sleep increasingly recognized as one of the cornerstones of wellness, The Ritz-Carlton Spa, Amelia Island wants to help guests slumber soundly. This spa turndown treat is ideal for the stressed and overworked who have difficulty winding down in the evenings, business travelers whose schedules do not allow them to get to The Spa during the day, and the insomniacs of this world.

Cloud Nine Slumber Therapy includes a 45 minute in-room reflexology treatment by a therapist from the resort's highly acclaimed new \$17 million, 26-treatment room spa. The therapist plays a CD of soothing music during the treatment, and applies an eye mask to help induce relaxation.

To encourage guests to take incorporate the spa lifestyle into their daily routines, they are invited to take the CD and eye mask home with them. The benefits of reflexology can include lower blood pressure, relief from insomnia, improved concentration, relaxation, better circulation and increased spiritual awareness. Guests also receive a \$20 gift certificate they can use towards purchases of \$100 or more at the Spa Boutique.

Those in need of extra pampering can choose *Cloud Nine Slumber Therapy Deluxe* which includes a scalp massage in addition to reflexology and a total treatment time of 60 minutes. As part of the deluxe option, a second therapist acting as a Bath Butler draws an aromatherapy bath for the guest while the reflexology treatment is taking place, and lights candles to create a soothing environment and the perfect way to wind down at the end of the day.

The price for this unique experience is \$235 for *Cloud Nine Slumber Therapy*, and \$470 for *Cloud Nine Slumber Therapy Deluxe*. The spa turndown can be requested for any evening and will be available each night until 9:00 p.m.

Located just off the coast of Northeast Florida on an untainted, dune-lined Atlantic beach, the AAA Five Diamond Ritz-Carlton, Amelia Island is an ideal destination for a luxurious getaway.

For reservations and information, visit www.ritz-carlton.com or call The Ritz-Carlton toll-free at **(800) 241-3333**.

The Ritz-Carlton Hotel Company, L.L.C. of Chevy Chase, Md. operates 64 hotels in the Americas, Europe, Asia, The Middle East, and Africa. Over 35 projects are under development around the globe with future openings including Guangzhou, Dublin, Beijing and Dallas. The Ritz-Carlton is the only service company to have twice earned the prestigious Malcolm Baldrige National Quality Award, which recognized outstanding customer service.