

## Radisson Launches Online Guest Room Boutique

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New Web Site Allows Guests to Order Exclusive Products They Enjoy While Staying at Radisson Hotels & Resorts

Radisson Hotels & Resorts(R), the upscale brand from Carlson Hotels Worldwide, today announced the launch of an online boutique that allows guests in the U.S. and Canada to order exclusive products they enjoy while staying with Radisson. The Web site, <http://www.radissonguestboutique.com>, offers upgraded linens, specialty bath products and other gifts from Radisson, including guest favorites like the Sleep Number(R) bed by Select Comfort(TM), custom designed sheets and Radisson's exclusive line of ASiRA Body Care amenities.

"We're thrilled that guests are enjoying their Radisson experience to the point that they desire elements of that experience after they checkout," said Nancy Johnson, executive vice president of Full Service Hotels for Carlson Hotels Worldwide. "Offering these high-quality products is a great way for us to connect with the people who stay at our hotels and reinforce our commitment to their overall satisfaction."

Examples of products available through the Radisson Guest Room Boutique include:

œ 250 Thread Count Sheets by Martex -- Made by top quality manufacturer Martex from a 60/40 cotton/polyester blend for long-lasting durability.

œ Geometric Duvet Cover and Shams by Fabtex -- These quality tone-on-tone white duvet cover and shams are Radisson's exclusive design. Made of durable, smooth polyester and treated with soil blocker, they feature a hidden zipper at the foot.

œ ASiRA(R) Body Care Exclusive Amenities -- Developed for and available exclusively through Radisson Hotels & Resorts, ASiRA(R) Body Care amenities acknowledge the trend in body care toward natural essences and designed ingredients. All ASiRA(R) formulations are bio-degradable and are produced without animal testing.

œ Tumi(R) Travel Kit -- From top manufacturer Tumi(R), this travel kit is constructed of rugged FXT ballistic nylon and features various pockets, elastic loops, carrying handle and hanger.

œ Sunbeam Wall Mounted Hair Dryer -- This 220V hair dryer with BrightSaver Night Light features two speeds and three levels of heat control. It automatically shuts off when placed in mounting base, and has a six-foot coiled cord with shock resistant ALCI plug and a removable filter.

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