



## **SILVERSEA SWEETENS GUEST DREAMS WITH FLEETWIDE BEDDING UPGRADE**

(Ft. Lauderdale, FL -- December 14, 2006) Ultra-luxury Silversea Cruises is set to enhance the bedtime sleep experience for its guests with the installation of new Sealy Posturepedic Plush EuroTop mattresses aboard its entire fleet of four all-suite ships. Also, the line's top suites -- Owner's, Grand, Royal and Rossellini -- will feature Stearns & Foster Plush ultra-luxury beds that provide 10% more sleep surface than a conventional mattress.

The new beds, custom-designed by Sealy exclusively for Silversea, will debut aboard *Silver Shadow* just in time for its 126-day World Cruise departing Fort Lauderdale on January 15, 2007, and will be rolled out to the rest of the fleet during the following months.

"We want to ensure our guests enjoy a totally rejuvenating and restful night's sleep," said Erling Frydenberg, Silversea's chief operations officer. "Our new Sealy and Stearns & Foster beds are built for absolute comfort and feature the latest innovations in mattress design, including extra cushioning layers on top that help absorb pressure and gently cradle the body. The result is a very refreshing slumber experience."

The new mattresses are set to complement a luxurious selection of bedding amenities that already includes fluffy goose down duvets, sheets made of 100% fine Egyptian cotton (thread count 320) and a choice of pillows. The line's standard pillow is a soft goose down and feather blend, but guests may opt for a firmer goose down and feather pillow, or a synthetic one that's hypoallergenic, or even a contour pillow of therapeutic foam.

Silversea Cruises is recognized as an innovator in the luxury segment, offering guests large-ship amenities aboard four intimate vessels, *Silver Cloud*, *Silver Wind*, *Silver Shadow*, and *Silver Whisper*, all designed to offer an atmosphere of conviviality and casual elegance. For the ninth year, Silversea was named "Number One" small-ship line in the 2005 "Readers' Choice" survey conducted by *Condé Nast Traveler* magazine. For the sixth time, Silversea was selected "World's Best" small-ship line in the 2004 *Travel + Leisure* readers' poll.

# # #

For more information on Silversea Cruises, please contact a travel agent.

For a complimentary brochure, please call toll-free (877) 215-9986 or visit

**[www.silversea.com](http://www.silversea.com)**

### **Media Contacts:**

Brad Ball

(954) 713-4030

[bradb@silverseacruises.com](mailto:bradb@silverseacruises.com)

Gina Finocchiaro

(954) 713-4029

[ginaf@silverseacruises.com](mailto:ginaf@silverseacruises.com)

