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VICEROY RIVIERA MAYA DEBUTS EXCLUSIVE NEW SIGNATURE VILLAS

Riviera Maya, Mexico, September 10, 2013 – The Viceroy Riviera Maya (www.viceroyrivieramaya.com) is creating an exclusive new room category at the intimate, all-villa seaside resort with the addition of five swank, newly built Signature Villas.



"We created the new villa category in response to growing guest requests for even greater luxury with more special touches and amenities," said General Manager Pedro Lara. "The newly built Signature Villas will offer an exceptionally comfortable and luxurious lifestyle with 1,400 sq. ft. of indoor-outdoor living space and the deep-soaking, ovate-shaped designer bathtubs that have become a signature feature in our new and remodeled villas."

The extra-deep and luxurious bathtubs are in the light-bathed ambiance of the spacious bathrooms with a view through a glass wall of the villa's lush private garden with an outdoor rain shower. They were introduced at Viceroy Riviera Maya in January 2012 when the resort added 11 new villas. They have proved so popular with guests that they are also a special amenity in the new Signature Villas.

The Signature Villas will be completed and ready to accommodate guests as of October 15, 2013. Tucked along the edge of the verdant Mayan jungle, but just steps from the radiant white-sand Caribbean beach, they offer such special features as:

- Spacious private patio with a sundeck, hammock and heated plunge pool
- High ceiling with a thatched-palapa roof that resonates with the jungle ambiance
- Bathrooms with deep soaking tub, double-sink vanity, glass shower and an outdoor rain shower in a private walled-in garden

- King-size beds with Egyptian cotton bedding
- Spacious dressing area with his-and-hers closets
- Italian linen bathrobes and slippers
- Satellite cable television with DVD player and movie library
- Bose radio with iPod dock
- Complimentary WiFi
- Nespresso coffee maker and mini bar
- Full air conditioning
- Nightly turndown featuring aromatherapy of the spa's signature coco copal scent
- Pillow menu
- Soap Concierge with choice of hand-made, freshly cut organic Mayan soaps
- Mayordomo (butler) service

The total number of villas at the Viceroy Riviera Maya remains the same at 41, and no changes were made to the lush and beautiful physical layout of the resort. The new Signature Villas replaced five original Luxury Villas.

About Viceroy Riviera Maya

The Viceroy Riviera Maya is a serene all-villa hideaway where guests experience true relaxation, gracious villa living, exquisite dining, personalized pampering, healing spa treatments and much more in a stunning ambiance combining lush jungle with a sugary-white-sand beach lapped by the warm turquoise waters of the Caribbean.

The 41 villas offer luxury, privacy and generous indoor and outdoor living space - for a perfect vacation escape. They feature an array of elegant and comfortable appointments including a terrace with lounge chairs, table and private plunge pool, plush 500-thread-count linens, oversize shower plus a private outdoor shower, dual sinks, spacious closets, Nespresso coffee maker, Bose radio with iPod dock, HDTV and DVD player.

Among the delights of a getaway to the Viceroy Riviera Maya are refined Mexican cuisine accented with international influences at La Marea, Mexican-Mediterranean dishes cooked on wood-burning grills at the seaside Coral Grill, a palm-ringed lagoon pool, fitness center, day beds at the beach, and a pier where guests enjoy massages, romantic dinners and are conveniently picked up by boat for snorkeling, diving and other excursions. The resort is located 35 minutes from Cancun International Airport, and three miles from the restaurants, boutiques and nightlife of popular Playa del Carmen.

For more information and reservations, contact Viceroy Riviera Maya at 800-578-0281 or vrn.reservations@viceroyrivieramaya.com.

About Viceroy Hotel Group

[Viceroy Hotel Group](#) delivers one-of-a-kind lifestyle experiences that bring together provocative design and intuitive service in sought-after locations. Signature brand amenities and services created for the diverse business and leisure guests include dynamic dining venues featuring world-class culinary talents and destination spas specializing in health, fitness and beauty. Current properties include hotels and resorts in Abu Dhabi, Anguilla, Beverly Hills, Maldives, Miami, New York, Palm Springs, Riviera Maya, San Francisco, Santa Monica, Snowmass, St. Lucia and Zihuatanejo with forthcoming openings in Istanbul and Bodrum, Turkey.