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***DANCE REVOLUCIÓN, JAN. 16-FEB. 13, 2011******VIKING LINE AND THE LENINGRAD COWBOYS PRODUCTION  
COMPANY BEGIN COLLABORATION***

The Leningrad Cowboys go Viking Line in January-February! This is the first collaborative project between Viking Line and Leningrad Cowboys Ltd Oy, which is challenging all of Finland to participate in a dance and mid-winter revolution. Over a hundred Cuban pros will join the internationally famous Finnish rock band Leningrad Cowboys in teaching the basics of the revolution. This should not be seen – it must be experienced!

During the period January 16-February 13, 2011, the Dance Revolución will conquer Viking Line's vessels on the Helsinki and Turku routes as well as the M/S Cinderella, which operates cruises from Stockholm to Mariehamn. We will experience a colourful dance spectacle - unequalled not only in the vessels' nightclubs but also in its restaurants, shops and arcades. Over a hundred Cuban professional dancers and musicians will generate a hot, tropical carnival atmosphere on board the bright red vessels. "Good entertainment has always been an important element of our product, and now it will achieve completely new dimensions through the Dance Revolución, which we are very pleased with," says Mikael Backman, President of Viking Line. The revolutionary dance theme will be further spiced up by a selection of aromatic rum drinks and cigars.

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Viking Line is a public limited company and the market leading brand in passenger traffic on the northern Baltic Sea, with a mission to provide large-scale, affordable, safe passenger and cargo carrier services including first-class recreation, good food and attractive shopping. Its shares have been listed on the NASDAQ OMX Nordic Exchange Helsinki since 1995. Viking Line serves Finland, Sweden and the Baltic countries with seven vessels. During fiscal 2008/2009 sales were about EUR 471 M. The number of passengers totalled 6.4 million. The average number of employees was 3,091.

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