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AZAMARA CRUISES INTRODUCES AZAMARA QUEST

MIAMI – October 22, 2007 – Azamara Cruises is on a quest to conquer the deluxe cruise market. The new cruise brand today officially adds the 694-guest *Azamara Quest* to its fleet, as the ship sets sail on the first of its two special two-night cruises from Miami, followed by a series of exotic Caribbean and Panama Canal itineraries.

Azamara Cruises, unveiled in May 2007, was designed to fill a niche: a cruise product presenting a more intimate, exclusive onboard experience, while allowing access to the less-traveled ports of call experienced travelers want to visit.

"We created Azamara Cruises to target an area of the market that we believe is underserved, and an area this product is ideally suited to fill," said Richard D. Fain, chairman and CEO of Azamara Cruises' parent company, Royal Caribbean Cruises Ltd. "This new line falls into the deluxe category – a category between premium and luxury."

According to Azamara Cruises President and CEO Dan Hanrahan, "Azamara Cruises is expressly designed for experienced travelers who appreciate what a cruise vacation has to offer, but are looking for something a little different, and a little more special. What's special about Azamara Cruises is its pampering and personalized service, extraordinary cuisine, and off-the-beaten-path destinations, with truly immersive excursions."

While steeping guests in the history and culture of remote destinations larger ships can't reach, Azamara Cruises offers guests a more exclusive experience. Like its sister ship, *Azamara Journey*, *Azamara Quest* offers butler service in every stateroom and suite; concierge-style amenities, including fresh-cut flowers, fresh fruit and Elemis toiletries; complimentary use of Frette cotton robes, two complimentary pairs of slippers; plasma TVs, and plush European bedding.

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Exquisite Dining

Like its sister ship, *Azamara Journey*, *Azamara Quest* features the Mediterranean-influenced "Aqualina" and the stylish steak and seafood restaurant, "Prime C." Guests staying in suites receive two nights of complimentary dining in one of the two specialty restaurants, while guests in staterooms receive one. Resort casual apparel is welcome in every venue day and night, and the main dining room features open seating.

For more casual dining, *Azamara Quest* presents the new "Mosaic Café," open from 7 a.m. to 2 a.m. daily, presenting a varied selection of pastries and savory dishes by day, and assorted hot and cold tapas for night owls.

Guests also can raise a glass to *Azamara Quest's* spectacular wine cellar, and participate in wine and champagne tastings, seminars, and mini-pairings of food and wine, or enjoy fine vintages by the glass or bottle either with meals or curled up with a good book.

Azamara's AstralSpa

Azamara Quest presents an enhanced emphasis on rest and relaxation with "AstralSpa," an inviting and meditative space that promises indulgence and pampering at every turn, and treatments comparable to those offered in some of the best-known spas on land. Guests in suites can enjoy certain spa services in the privacy of their room. *Azamara Quest* also offers an outdoor spa relaxation lounge and an aesthetics suite offering acupuncture, microdermabrasion and facials.

Exciting Ports of Call

Azamara Quest, like sister ship, *Azamara Journey*, invites guests to experience less-traveled ports of call. An onboard "excursion expert" not only will help guests select shore excursions based on their personal interests, but also serve as a destination guide offering detailed information about the culture and history of each port of call.

Azamara Quest arrived in Miami on October 19 following a nearly \$20-million makeover, including the conversion of 48 staterooms into 32 suites; opening up the "Looking Glass Lounge" at the pinnacle of the forward end of the ship to offer 180-degree views, a new stone dance floor and new bandstand; a complete refurbishment of the dining areas to create two new specialty restaurants; an expansion of the spa area to include an aesthetics suite; a new Sunset Bar on the aft deck; a new art collection; the new Mosaic Café and Club Luxe; entirely new carpets and flooring throughout; new exterior decking; new paint schemes; new walls, and entirely new "soft goods," ranging from plush European bedding to cushions, drapes and table linens.

About Azamara Cruises

The name "Azamara" is a coined term, rooted in Romance language references to blue ("aza"), the sea ("mar"), and a lesser-known word, "acamar," which, in Classical times, was the southernmost bright star that could be seen from the latitude of Greece. Hanrahan said the company views the new brand as "a bright star on the deep blue sea."

Azamara Cruises unlocks the hidden corners of the world for those who desire to immerse themselves in the rich details of every voyage. The deluxe ships – *Azamara Journey* and *Azamara Quest* – offer an intimate experience, while allowing access to exotic destinations experienced travelers long to reach. For the 694 guests on each Azamara Cruises ship, every moment at sea embodies the pinnacle of luxury, and each footstep on shore accentuates the difference between visiting a place and getting a true sense of place. This year and in 2008, Azamara Cruises presents the best of South America and the Panama Canal, elite Asia, the most captivating Caribbean and enchanting Europe, with around-the-world voyages to come in 2010. For more information, travel agents are encouraged to call 1-877-222-2526. Guests are invited to call 1-877-999-9553. Or, visit www.azamaracruises.com.

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