



* * * FOR IMMEDIATE RELEASE * * *

CONTACT:

Elizabeth Jakeway (305) 539-6127
ejakeway@celebritycruises.com

Tavia Robb (305) 539-6721
trobb@celebritycruises.com

AZAMARA CRUISES OFFERS ONBOARD CREDIT IN EUROPE

Booking promotion includes bonus commission for travel agents

MIAMI – December 19, 2007 – Deluxe cruise brand Azamara Cruises yesterday launched the “Azamara Cruises European Premiere Event,” a promotion that offers onboard credit to guests in North America who book European voyages with the line. Travel agents will earn a bonus commission for each eligible booking made during the promotion.

During the promotion, which runs through February 29, 2008, any 2008 Europe sailing booked at an ocean view or higher category of stateroom will earn guests onboard credit for use during that cruise. The SeaPass account established for each suite booked during the promotion will receive \$800 in onboard credit, the account for each veranda stateroom will receive \$500, and the account for each ocean view stateroom will receive \$300. Travel agents will earn a \$200 bonus commission for each booking that qualifies for the promotion.

The promotion is valid for new, individual bookings only. It does not apply to group bookings or transatlantic sailings, and is not combinable with any other offer. The onboard credit received through the Azamara Cruises European Premiere Event is not transferable. If guests do not use the full amount of onboard credit during their sailing, they will not be refunded any remaining credit.

Beginning on April 25, 2008, *Azamara Journey* will sail a series of 10-, 11-, 12-, 14- and 16-night sailings in Europe. Itineraries include Western Mediterranean/Adriatic Coast, Western Europe, Scandinavia and Russia, Norwegian Fjords, British Isles, Holyland, Western Mediterranean/Morocco, and Western Mediterranean.

- - - more - - -

Azamara Cruises onboard credit promotion - pg. 2/2

Azamara Quest will begin a series of 14-night European sailings on April 26, 2008. Each itinerary features at least one overnight stay in an exotic port of call. Itineraries include Best of Italy, Cannes Film Festival, Western Mediterranean, Ancient Empires, Greece and Turkey, and Black Sea.

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. Azamara Cruises views its 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. Visit www.azamaracruises.com for more information. 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. To book cruises, guests are invited to call their travel agents or contact an Azamara Certified Vacation Planner at 1-877-999-9553.

#