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AZAMARA CRUISES ANNOUNCES NEW DEPLOYMENT FOR AZAMARA JOURNEY

MIAMI – January 8, 2008 – Deluxe cruise line Azamara Cruises has announced new itineraries for *Azamara Journey* beginning in the fall of 2008. On November 12, 2008, the ship will sail a new, 12-night Western Mediterranean cruise roundtrip from Barcelona. On December 3, 2008, the ship will sail from Barcelona on a 15-night transatlantic voyage concluding in Miami, where Azamara will present two new, 16-night Panama Canal sailings, followed by a series of 12-night exotic Caribbean cruises through March 2009, when the ship will relocate to Europe. *Azamara Journey* will retain its current, published itinerary lineup until the November 12 sailing. The new deployment replaces the itineraries previously announced for *Azamara Journey* in South America from December 2008 through March 2009.

"Demand from both our travel agent partners and guests for our new Asia and exotic Caribbean cruises has led us to focus on these markets in lieu of South America and a world cruise," said Azamara's President and CEO Dan Hanrahan.

These changes will replace Azamara's previously announced 2008-2009 sailings in South America and world cruise in 2010. Azamara Cruises plans to announce details of its 2010 cruise itineraries for both *Azamara Journey* and *Azamara Quest* in late March or early April.

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, 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.

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