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**AZAMARA CRUISES SETS SAIL ON THE WORLD WIDE WEB**

*New and enhanced website links travelers to exotic destinations*

**MIAMI – February 20, 2008** – Travel enthusiasts who wish to take an online journey through the deluxe, exotic-destination Azamara Cruises experience now can do so online before booking the real thing, at [www.azamaracruises.com](http://www.azamaracruises.com).

"After a successful launch of [www.azamaracruises.com](http://www.azamaracruises.com) at the end of last year, we quickly responded to consumer expectations by adding online booking functionality and a host of other tools that reflect the deluxe experience onboard our ships," said John Husak, associate vice president of Marketing, Azamara Cruises.

Now, site visitors can browse Azamara's full range of cruise and cruisetour itineraries and shore excursions, access current pricing and available dates, and book directly from the site. Doing so creates a "My Azamara" account, which also provides users with the ability to view a summary of all of their on-hold and booked cruise reservations, add pre- and post-cruise tour packages, view and modify transportation arrangements (including custom-booked air travel), view and modify reservations linked to other travelers in their party, view and modify preferred dining arrangements, make payments and complete online check-in.

The website also features a new virtual ship tour with interactive images, as well as 360-degree views of all stateroom categories, enhanced ship-deck information, details about the experience onboard Azamara's ships and in the ports and cities to which they sail, and facts about pre- and post-cruise stays in various destinations.

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Members of Azamara's loyalty program, "Captain's Club," can edit their membership profile online and eligible guests who want to sign up can experience real-time enrollment. Cruisers also can access a feature that allows them to create and maintain a personal profile that includes their favorite itineraries and personal and emergency contact details.

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, Azamara Cruises presents the best of South America and the Panama Canal, elite Asia, the most captivating Caribbean and enchanting Europe. 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](http://www.azamaracruises.com).

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