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AZAMARA ANNOUNCES HOT OFFERS FOR COOL TIMES

2-for-1 Fares, Onboard Spending Credits and more Offer Travelers Irresistible Winter Voyages

MIAMI, July 26, 2010 – Discerning travelers can take advantage of compelling offers and plan ahead for a winter getaway to sunny destinations with Azamara Club Cruises. For all new bookings made by August 31, 2010, on *Azamara Journey's* winter voyages in the West Indies/Caribbean Sea and the Sea of Cortez, Azamara is offering 2-for-1 fares on Oceanview category staterooms or higher, Veranda staterooms for the price of Oceanviews based on availability, and \$1,000 onboard spending credits per stateroom. For more exotic locales, travelers also can select 2-for-1 fares, \$500 onboard spending credits per stateroom, and ChoiceAir credits of \$2,000 per couple for new bookings made in Oceanview or higher category staterooms by August 31, 2010, on select *Azamara Quest'* voyages, sailing eastward from the Mediterranean to Southeast Asia

Guests aboard Azamara Journey and Azamara Quest enjoy the cruise line's extraordinary signature service and more inclusive amenities, such as included gratuities for housekeeping, dining and bar staff; complimentary bottled water, sodas, specialty coffee, and teas, as well as complimentary boutique red and white wines to accompany lunch and dinner; English Butler service for suite guests; and shuttle bus to/from port communities when available.

Offers are valid for all new individual bookings made in Oceanview, Veranda, and Suite category staterooms by August 31, 2010, for voyages departing between November 29, 2010 and February 27, 2011, aboard *Azamara Journey*; and for voyages departing between November 27, 2010, and January 22, 2011, and on March 17, 2011 aboard *Azamara Quest*. ChoiceAir offer is based on \$1,000 air credits per person and must be booked through ChoiceAir to qualify for the offer.

ChoiceAir offers guests access to highly competitive airfares, more flight options and full control and visibility of their air arrangements. Guests enjoy exceptional, dedicated service that includes day-of-travel support to help them get to their voyage, even if they encounter flight delays or cancellations requiring a last-minute change or diversion to the next port of call. ChoiceAir is available through a travel agent, directly from Azamara Club Cruises, and online at www.AzamaraClubCruises.com/ChoiceAir.

Azamara Club Cruises is a destination-immersive cruise line for up-market travelers who want to not only see the places and cultures they visit, but to live them. Azamara's two intimate, 694-guest ships, Azamara Journey and Azamara Quest, with a combination of 347 suites and staterooms, offer a boutique European hotel ambience with extraordinary service, fine cuisine and wines from around the world, and wellness and vitality programs, all while sailing to a host of destinations larger ships can't reach. Azamara Club Cruises sails in Northern and Western Europe, Mediterranean, Asia, South America and the Panama Canal, Transatlantic, and the less-traveled islands of the Caribbean, with more overnight and late-night stays in every region. For more information, consumers can call their travel professional, dial 1-877-999-9553, or visit the Azamara Club Cruises web site at www.AzamaraClubCruises.com.