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**AZAMARA CLUB CRUISES APPOINTS CHIEF BLOGGING OFFICER  
Cruise Line's New Microsite and Blog Delivers Its Signature Destination Immersion  
Experience to Travelers' Desktops**

**MIAMI, October 14, 2010** – Azamara Club Cruises today announced the appointment of cruise industry veteran William Leiber to Chief Blogging Officer. Mr. Leiber will engage and respond to traveler inquiries about Azamara Club Cruises in online forums and discussion boards, and will be the primary contributor to an insightful blog on the cruise line's microsite, <http://www.AzamaraClubCruises.com/DestinationImmersion>, which will launch at the end of October. Azamara's new destination immersion microsite also will feature destination videos and photos, expert travel advice, and news from *Azamara Journey* and *Azamara Quest* as they traverse the globe. The new Azamara microsite, coupled with Mr. Leiber's insights, will deliver the cruise line's signature experience of unique voyages, destination immersion, extraordinary service, fine cuisine and boutique wine, and wellness and vitality directly to the desktops of up-market travelers.

"It's a great pleasure to welcome Bill Leiber to the Azamara team and have him bring his immense cruise industry knowledge to online discussions with our advocates and new guests," said Larry Pimentel, president and CEO of Azamara Club Cruises. "Our mission is to engage up-market travelers with complete transparency in online communities and spread the word about our distinctive experience and extraordinary service to our fans and advocates, on shore and on board, through our new destination microsite."

Mr. Leiber joins Azamara with more than 30 years experience in the cruise industry and will draw from his extensive experience in the cruising industry to help travel professionals, travelers and enthusiasts learn more about Azamara's unique offerings and destinations. He is currently active in non-profit organizations and last served as senior vice president of sales, marketing and revenue management at Silversea Cruises.

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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 European boutique-hotel ambience with extraordinary service, fine cuisine and wines from around the world, wellness and vitality programs, and more inclusive amenities, all while sailing to a host of destinations larger ships cannot reach. Azamara Club Cruises sails European destinations, including the Baltic and Scandinavia, British Isles, Western Europe, French and Italian Rivas, Greek Isles, Croatia, Holy Land and Black Sea, as well as Asia, South America and lesser-traveled islands of the West Indies, with more overnight and late-night stays in every region. Guests also can choose Azamara Club Cruisetours for even more immersive experiences in eight of the world's most exciting destinations, including Rome, Athens, Buenos Aires, Cairo, Istanbul, Jordan and Israel, India, and China. For more information, consumers can call their travel professional, dial 1-877-999-9553, or visit the Azamara Club Cruises web site at <http://www.AzamaraClubCruises.com/DestinationImmersion>.

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