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AZAMARA WINS BEST CRUISE COMPANY AT DANISH TRAVEL AWARDS

MIAMI, October 20, 2010 – Azamara Club Cruises was recently named the Best Cruise Company, Small Ships, at the 2010 Danish Travel Awards. The awards are an annual event where travel industry professionals and consumers recognize the best hospitality providers in 22 categories. More than 300 invited guests were present at the fifteenth annual event, which took place in Copenhagen on October 7, 2010.

"We are honored to be named the best small ship cruise company by the Danish Travel Awards," said Larry Pimentel, president and CEO of Azamara Club Cruises. "This recognition reaffirms what we have been hearing from travel professionals and guests, who have been consistently exalting our extraordinary service, more inclusive amenities, and itineraries that feature more late-night and overnight stays to deliver more immersive experiences at unique destinations. We are also delighted to be chosen by travel professionals and travelers in Europe, where word is rapidly spreading about Azamara's distinctive voyages."

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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