



ASSOULINE

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**AZAMARA PARTNERS WITH ASSOULINE TO DELIVER
ARTS, CULTURE, STYLE AND DISCOVERY TO GUESTS**
*Guest Enjoy the 'Drawing Room by ASSOULINE' aboard
Azamara Journey and Azamara Quest*

MIAMI and NEW YORK CITY, May 6, 2011 – A fine book, like fine wine, is best served in a wondrous setting. Now, guests aboard an Azamara Club Cruises voyage can immerse themselves in spectacular destinations through the exquisitely crafted books by Assouline. Through an exclusive partnership between Azamara and Assouline, *Azamara Journey* and *Azamara Quest* now feature the Drawing Room by Assouline, where guests can find more than 200 titles of the publisher's fine illustrated books, luxury editions and gift line dedicated to fashion, photography, art, travel and design. Assouline's exquisitely crafted books complement the cruise line's unique offering of more overnights and longer stays in port to provide guests with an unforgettable, destination-immersive travel experience. Assouline's extensive collection of books also will be available for guests to purchase, with some titles immediately available on board.

"We are proud to partner with Assouline to offer their fine tomes to guests on an extraordinary Azamara voyage," said Larry Pimentel, president and CEO of Azamara Club Cruises. "Assouline's books will help enhance our guests' onboard experience and provide the unique and enlivening views into cultures and destinations. Azamara offers up-market travelers the opportunity to live some of the vivid imagery depicted in the pages of Assouline titles."

Assouline books featured in the Drawing Room by Assouline, the library aboard each ship, will include titles that reflect the destinations where Azamara's two European-style boutique ships sail. Titles to be featured for guests to enjoy include *American Fashion Travel*, *Condé Nast Traveler: Room with a View*, *In the Spirit of St. Barths*, *Lights of Venice* and *Lights of Istanbul*. Additional titles from the luxury brand's more expansive catalog will be available on board for guests to purchase.

"We are pleased to offer Assouline titles aboard Azamara Club Cruises for guests to enjoy," said Founder Prosper Assouline. "Our company is based on a pursuit of discovery of the arts, culture, and style and these passions are a great complement for travel with Azamara."

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About Assouline

For over the past 15 years, Assouline has created fine illustrated books, luxury editions and an exquisite gift line dedicated to fashion, photography, art, travel and design. Renowned for their highly original graphic concept, Assouline books are works of art that capture culture and brings it to life. The spirit and 'savoir faire' of these works have contributed to the creation of a unique and eclectic, chic and elegant brand that is immediately identifiable. Today, Assouline publications, special editions and gift items can be found around the globe in select high end retail locations and Assouline boutiques worldwide. www.assouline.com

About Azamara Club Cruises

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, and wellness and vitality programs, 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. Travelers also can choose even more immersive experiences with Azamara cruisetours 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, travelers can call their travel professional, dial 1-877-999-9553, or visit the Azamara Club Cruises microsite at www.AzamaraDestinationImmersion.com. Travel agent professionals can also access more information and make reservations at www.CruisingPower.com.

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