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**AZAMARA CLUB CRUISES WELCOMES UP-MARKET TRAVELERS ABOARD
NEWLY RELAUNCHED AND DESTINATION-IMMERSIVE
AZAMARA CLUB CRUISES.COM**

MIAMI, June 13, 2011 – Up-market travelers can enjoy immersing themselves virtually in captivating cultures and unique destinations on the cruise line’s newly relaunched website www.AzamaraClubCruises.com. Offering a more intuitive navigation and wrapped in new vivid colors and graphics, the new website’s rich video, gorgeous destination photography and valuable information virtually transport visitors aboard an extraordinary Azamara voyage.

“We are delighted to offer travelers and our valued travel agent partners the most function-rich and aesthetically engaging version of AzamaraClubCruises.com,” said Edie Bornstein, vice president of Sales and Marketing for Azamara Club Cruises. “Our newly relaunched website embodies our hallmark of delivering destination-immersive travel experiences. And the new Azamara website also is mobile-optimized, so travelers can explore the world virtually with Azamara from their smartphone or iPad, no matter where they physically are.”

Upon arrival at the homepage, visitors will be greeted by an interactive Azamara globe, which puts the world of destination immersion at their fingertips. Visitors can ‘spin’ the globe and select the region or port for concise information about the exciting destinations where the cruise line’s two ships, *Azamara Journey* and *Azamara Quest*, sail.

Visitors also can search for a remarkable Azamara destination-immersive voyage from whichever AzamaraClubCruises.com page they are on, with choices in destinations, departure ports, month of travel and length of voyages. The new website is seamlessly integrated with the Azamara booking system so that visitors can instantly and securely make their Azamara voyages reservation online.

The new website features a straight-forward navigation menu at the top of the homepage. When visitors select one of four menu headers: Destinations, Plan Your Voyage, Life Onboard and Community, a site map reveals all the website’s pages for quick and easy movement from any page to any other AzamaraClubCruises.com page.

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The Community pages on AzamaraClubCruises.com also invite visitors to join Azamara's online network. Integrated with the various social media sites as well as loyalty and current members sites, former and future guests of Azamara can share their "Azamazing" adventures with other members; share pictures and videos; and learn a new recipe from the blog. In addition, visitors can research or relive the onboard experience from home with virtual tours, videos, interactive deck plans and the "You'll Love Where We Take You" destination-immersion videos featuring Azamara's own destination expert Claudius Docekal.

Along the bottom of the AzamaraClubCruises.com's homepage are sliding panels that highlight the latest Azamara news, current special offers and promotions, and other useful information to help visitors make an informed choice for a destination-immersive travel experience. Currently, the website quick-access panel is featuring Azamara's new Extended Voyages offer, which provides savings for travelers booking two or more consecutive voyages for a custom grand adventure at sea.

Additional content planned to deploy throughout 2011 include a World Events Calendar; easy-to-search Land Discoveries and Azamara Cruisetours engine; more in interactivity and social capabilities added to Azamara Globe; and enhanced integration of the Azamara blog and social media components.

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 Rivieras, 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.AzamaraClubCruises.com. Travel agent professionals can also access more information and make reservations at www.CruisingPower.com.