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**TRAVELERS ENJOY EARLY BOOKING VALUES ON
AZAMARA'S 2012 DESTINATION-IMMERSIVE VOYAGES**
*Guests booking early enjoy fifty percent savings on
brochure rates and Land Discoveries all year, plus ChoiceAir credits*

MIAMI, August 5, 2011 – Offering more than 60 voyages to exotic destinations around the world, Azamara Club Cruises is enticing up-market travelers to book early for an immersive adventure in the coming year. Travelers can plan ahead for an unforgettable 2012 Azamara voyage and take advantage of 50 percent savings on brochure rates and credits up to \$2,000, per guest, for airfare booked through Azamara's ChoiceAir program for nearly all 2012 voyages booked by December 31, 2011.

Furthermore, Azamara offers 50 percent savings on 2012 Land Discoveries shore excursions to help immerse themselves in the vibrant cultures of 55 countries visited throughout the Mediterranean, Northern and Western Europe, South America, Asia and the West Indies in 2012. In select destinations, guests can take advantage of night touring – where the nightlife is even more vibrant than the day's – and enjoy a more immersive travel experience in destinations where the ships stay late or overnight.

“Early bookings actually save us considerable time and manpower in selling our product, which converts to more time we can dedicate to continuously enhancing our offerings,” said Edie Bornstein, vice president of Sales and Marketing for Azamara Club Cruises. “More than 50 percent of 2012 port calls feature late night and overnight stays, providing guests plenty of opportunities to experience a destination's nightlife at great savings. These 2012 offers deliver to guests an unforgettable journey coupled with unparalleled value to explore some of the world's most unique and memorable destinations, such as the fast-emerging tourism destinations of the Far East.”

Guests ready to explore and book an Asia 2012 voyage before the end of the year double their savings with ChoiceAir credits. Guests booking Ocean View and Veranda staterooms or Club Continent Suites enjoy up to \$1,000 credit per person, while Club Ocean and Club World Owner Suite guests will enjoy a \$2,000 ChoiceAir credit per person, double occupancy.

Travelers booking any other 2012 Azamara voyage by December 31, 2011, can enjoy \$500 ChoiceAir credit per guest for Ocean View and Veranda Staterooms or Club Continent Suites and \$1,000 ChoiceAir credit per guest for Club Ocean and Club World Owner Suites. Offers are only valid for all new individual U.S. and Canada bookings and for flight arrangements booked through ChoiceAir. Visit <http://www.azamaraclubcruises.com/promotions/2012-pricing-program> for offer details.

ChoiceAir is Azamara's proprietary air-booking system, offering 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.

Guests aboard *Azamara Journey* and *Azamara Quest* enjoy the cruise line's signature extraordinary 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 red and white boutique wines to accompany lunch and dinner; complimentary self-service laundry; English Butler service for suite guests; and shuttle bus to city centers in ports, where available.

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 Azamara Club Cruises at www.AzamaraClubCruises.com. Travel agent professionals can also access more information and make reservations at www.CruisingPower.com.