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**UP-MARKET TRAVELERS ENJOY MORE SAVINGS NOW WHEN PLANNING
EARLY FOR DESTINATION IMMERSION WITH AZAMARA IN 2012**

Azamara Recognizes Agents with Opportunities to Immerse Themselves in Exotic Destinations

MIAMI, September 2, 2011 – As summer ends and next year’s vacation plans start to be formulated, Azamara Club Cruises is enticing travelers to book early and enjoy 50 percent savings on brochure rates, as well as 50 percent savings on Land Discoveries shore excursions when pre-booking online. These savings will help guests immerse themselves in the vibrant cultures of 55 countries visited by Azamara throughout the world. Additionally, if booked by December 31, 2011, the cruise line offers air credits of up to \$2,000, per guest, for air travel booked through Azamara’s ChoiceAir program for nearly all 2012 voyages. Up-market travelers can take advantage of the long Labor Day weekend with family and friends to plan ahead for a destination immersive adventure with Azamara in 2012, and enjoy the best price and selection.

“By acting now, up-market travelers can enjoy savings bonuses on more than 60 immersive voyages to exotic destinations around the world in 2012,” said Edie Bornstein, vice president of Sales and Marketing for Azamara Club Cruises. “In addition to offering these significant travel values, we also want to recognize the great work that our travel agent partners have done in helping to spread the word about our distinctive travel product and propel Azamara Club Cruises to rank among some of the top cruise brands.”

In order to do so, Azamara Club Cruises is offering its travel agent partners the opportunity to win one of 12 prizes when booking two or more Azamara 2012 Asia Voyages. Travel agents can earn multiple chances to win a complimentary voyage on one of six sailings that coincide with world-famous cultural events as well as tickets to the respective special event. The promotion runs September 1 through October 31, 2011, and applies to full fare bookings made for *Azamara Quest* voyages departing from January 4 through April 24, 2012.

More information about Azamara’s 2012 early booking bonus offers can be found at <http://www.AzamaraClubCruises.com/promotions/2012-pricing-program>.

Guests aboard *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.

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