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AZAMARA CLUB CRUISES' 2012 DESTINATION GUIDE ARRIVES AT AGENT DOORSTEPS

Student Photographers Responsible for an Eye-Catching Display of Cruise Line's Offerings

MIAMI, September 21, 2011 – Azamara Club Cruises today announced the unveiling of the cruise lines 2012 Destination Guide. The 144-page glossy brochure features vibrant, lifestyle images by two talented student photographers who captured the cruise line's exciting destinations and the extraordinary service delivered to every guest by the attentive staff and crew. The brochure highlights the cruise line's two ships, *Azamara Journey* and *Azamara Quest*, their worldwide itineraries carrying guests to ports throughout the Mediterranean Sea, Northern & Western Europe, South America, Asia, India and the West Indies, and a variety of culturally-immersive Land Discoveries (shore excursions) and cruisetours.

“We are delighted to offer the new 2012 destination guide to travel professionals and to travelers seeking an authentic experience to some of the world's most amazing destinations,” said Edie Bornstein, vice president of Sales and Marketing for Azamara Club Cruises. “The brochure's enticing images transport the viewer to the heart of the destination, whether it's tango dancing in Buenos Aires, taking a late-night stroll through Crete, Greece, or enjoying a local artist performance onboard on open decks. Throughout, guests will enjoy Azamara's signature service, fine dining and boutique wines from around the world.”

The comprehensive destination guide highlights the cruise line's 2012 deployments, which total 64 sailings, calling at 181 ports in 57 countries. It outlines both *Azamara Journey* and *Azamara Quest's* itineraries, notes arrival and departure times and conveniently denotes late-night and overnight stays throughout. Friendly color-coding allows for easy planning, with new features such as individual voyage maps, highlights for each voyage, as well as area average temperatures, and easily referenced “from” pricing listed next to the respective itinerary listing.

Azamara Journey and *Azamara Quest* sails the globe in 2012 immersing guest with the cultures and colors of the world's most exciting and exotic destinations. *Azamara Quest* will begin the New Year with two days in Bali, Indonesia, while *Azamara Journey* will offer guests an incomparable view of the fireworks over Brazil's famous Copacabana Beach. Azamara 2012 voyages feature itineraries that coincide with unique cultural celebrations or travel to unique destination around the world including Antarctica, Carnival in Rio de Janeiro, Chelsea Flower Show in England and Floriade in the Netherlands, Jazz in the Norwegian Fjords and the Monaco Grand Prix.

Azamara Club Cruises has a continued commitment to support talented young photographers and to bring their unique view of the world to its guests. For the 2012 Destination Guide two student photographers, Jenna Lyn Pimentel of the Academy of Art University in San Francisco, and Brandon Jones at Santa Clara University, were selected to photograph the onboard experience of guests and staff and to capture the unique destinations they visited.

The 2012 destination guide may be viewed as an electronic brochure at AzamaraClubCruises.com > Order a Brochure, where travelers also can request a printed brochure. Travel partners who sell Azamara voyages will have a supply shipped to them automatically. For additional copies, the brochure can be ordered on CruisingPower.com, the dedicated online portal for travel professionals selling Azamara Club Cruises, Royal Caribbean International and Celebrity Cruises.

Further supporting its travel agent community the cruise line is offering its valued travel agent partners the opportunity to win one of 12 prizes when booking two or more Azamara 2012 Asia Voyages. The contest runs through October 31, 2011, and applies for full fare bookings made aboard *Azamara Quest* voyages from Jan. 4 through April 24, 2012. For more information visit www.cruisingpower.com.

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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