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AZAMARA CLUB CRUISES STRIKES GOLD WITH FIVE TRAVEL WEEKLY MAGELLAN AWARDS

MIAMI, September 6, 2012 – Azamara Club Cruises has been honored with six 2012 Magellan Awards by Travel Weekly, five of which are Gold. The cruise line’s T.V. spot “Live in the Moment” and the “You’ll Love Where We Take You” webisode series received top recognition, while its 2012 Destination Guide, rich with photography and information, was honored for the second year in a row in the Direct Mail category. Additionally, the Azamara Brand Essence video received a Silver.

“We are honored to be recognized by Travel Weekly’s Magellan Awards for a third consecutive year,” said Edie Bornstein, senior vice president of Sales and Marketing, Azamara Club Cruises. “Being recognized by Travel Weekly’s panel of judges affirms that Azamara is successfully conveying our distinctive experience to up-market travelers and the travel agent community in new and authentic ways.”

Azamara’s full list of 2012 Travel Weekly Magellan Awards are:

2012 Gold Magellan Awards:

Direct Mail	2012 Destination Guide
Direct Mail	2012 Direct Mail
Print Advertising	Take Your Hotel With You
Promotional Video	Love Where We Take You (Webisode)
TV Commercial	Live in the Moment

2012 Silver Magellan Awards:

Promotion Video	Brand Essence Video
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The Magellan Awards is the premier award for the travel industry. From design to marketing to services, the Travel Weekly Magellan Awards honors the best in travel and salutes the outstanding travel professionals behind it all.

In addition to the 2012 Magellan Awards, the cruise line has continuously been recognized with some of the industry's most coveted accolades. Among those honors, Azamara Club Cruises has catapulted to rank among the World's Top 10 Cruise Lines in the Conde Nast Traveler: World's Best List in the medium ship category, for the past two consecutive years, and in Travel + Leisure Magazine's annual "World's Best" Readers Poll for the latest four consecutive years.

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

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