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**AZAMARA CLUB CRUISES UPS RANKING IN
TRAVEL+LEISURE'S PRESTIGIOUS WORLD'S BEST AWARDS**

MIAMI, July 12, 2012 – Azamara Club Cruises, the destination immersive cruise line, continues to generate accolades for its premier guest experience scoring third place ranking in its category – up from sixth place last year – in *Travel+Leisure's* annual World's Best Awards. Recognized for the past four consecutive years in the award's large ship cruise line category by the magazine's readers, Azamara's signature warm and attentive service delivered by the staff and crew together with its exciting destinations around the world, have secured the cruise line continued and elevated presence in the travel industry.

“We are honored to be recognized by such discerning travelers as the readers of *Travel+Leisure*. They ranked us number one in value and itineraries/destinations and this correlates with the overwhelmingly positive guest satisfaction ratings we have been receiving,” said Larry Pimentel, president and CEO of Azamara Club Cruises. “Our distinctive destination-immersive proposition offering longer and more overnight stays in wonderful destinations around the world together with our authentic hospitality have really resonated with up-market travelers and this is a magnificent recognition.”

In addition to receiving consistently impressive scores from guest surveys, the cruise line has continuously been recognized with some of the industry's most coveted accolades since its rebranding more than two years ago. Among the many honors, Azamara has ranked among the World's Top 10 Cruise Lines in the 2011 Conde Nast Traveler: World's Best list and received awards from online cruise resource Cruise Critic and *Travel Weekly* magazine's annual Magellan Awards.

These awards and recognitions are a testament to the genuine experience guests aboard *Azamara Journey* and *Azamara Quest* enjoy with 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 transportation to city centers in ports, where available.

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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 cruises 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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