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AZAMARA CLUB CRUISES TO REFINE DESTINATION IMMERSION THROUGH FLEETWIDE RENOVATION

MIAMI, September 7, 2012 – Azamara Club Cruises, the cruise line that has set the bar for delivering destination immersive experiences to up-market travelers, today announced plans for the renovation of its two European boutique hotel-style ships, *Azamara Journey* and *Azamara Quest*. Both ships are scheduled separately to enter drydock in 2012 and 2013, respectively, where each will receive a shipwide facelift and a new profile with a new dark-blue hull. Guests will delight in the beautifully refreshed ships, along with Azamara’s signature exceptional personal service from every staff and crew member, exciting destinations around the world where larger ships cannot reach, and more late night and overnight stays in port to be immersed in the nightlife of the destinations.

“Azamara Club Cruises is offering up-market travelers more of what they love about our brand,” said Larry Pimentel, president and CEO of Azamara Club Cruises. “Our distinctive destination-immersion proposition and the warm and authentic personal service from every staff and crew member have really resonated with up-market travelers. Guest satisfaction has consistently pushed 100 percent, and we are going to continue to deliver travel in a way that will surmount all guest expectations – on land and on board.”

Shipwide renovations will include new carpets, upholstery, and a new color palette in public spaces reflecting the cruise line’s inviting atmosphere; new mattresses and upgraded veranda furniture for suites and staterooms; and a resurfaced pool, and new sun loungers and pool towels on the outer decks. The Casino Bar also will be expanded and enhanced with new furniture, while the Spa and fitness center will be refreshed with a new steam room, showers, and state-of-the-art Life Fitness cardio equipment. Furthermore, a range of enhancements will be made behind the scenes in the staff and crew area to add to the comfort of the cruise line’s most valuable asset.

On the culinary front, guests onboard will soon enjoy a new caviar and champagne bar within Aqualina, one of the ships’ two specialty dining venues, as well as a new Chef’s Table concept featuring three wine degustation menus – Italian, French and Californian. At Mosaic Café, the ships’ central gathering spot, guests will be able to purchase a freshly brewed cup of bespoke coffee.

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Azamara Quest will spend eight nights in drydock at Navantia Shipyard in Cadiz, Spain, starting Nov. 7, 2012. With renovations complete, *Azamara Quest* will then sail a 13-night Madeira and Canary Islands voyage, beginning November 15, followed by a four-night Spanish and Northern Africa voyage on November 28. The ship then departs on December 2, to embark on a 16-night, trans-Atlantic voyage to Rio De Janeiro for its South America season.

Following, *Azamara Journey* will enter Singapore's Sembawang Shipyard (a subsidiary of Sembcorp Marine Ltd.) on Jan. 6, 2013, for a seven-night renovation drydock. *Azamara Journey* will then continue its Asia season with a 13-night Indonesia voyage round-trip from Singapore on January 13.

In addition to receiving exceptional 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 Club Cruises has catapulted to rank among the World's Top 10 Cruise Lines in the Conde Nast Traveler: World's Best List for the past two consecutive years, and in Travel + Leisure Magazine's annual "World's Best" Readers Poll for the latest four consecutive years. Furthermore, four Azamara voyages have been named among travel expert, Wendy Perrin's, Ten Dream Cruises in 2012 and 2013, and both *Azamara Journey* and *Azamara Quest* garnered the No. 1 and No. 2 Best Overall spot in the Cruise Critic's 2012 U.S. Cruisers Choice Awards.

Guests aboard *Azamara Journey* and *Azamara Quest* enjoy 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.

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 Buenos Aires, Istanbul, 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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