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AZAMARA CLUB CRUISES INCLUDES MORE AMENITIES FOR UP-MARKET TRAVELERS

Cruise Line Augments each Voyage with Complimentary Night Touring Event

MIAMI, October 1, 2012 – When it comes to compelling enhancements for discerning up-market travelers, boutique cruise line Azamara Club Cruises is clearly a winner – and now it has scored again. The cruise line today announced that the guest experience will soon include the new AzAmazing Evening, an immersive complimentary destination event ashore featured on every voyage. In addition, the cruise line is introducing a selection of complimentary standard spirits, wines and international beers throughout the ship during the bars’ opening hours. Both offerings will begin with *Azamara Quest* and *Azamara Journey’s* next Europe season, March 27 and May 15 2013, respectively.

“Azamara Club Cruises’ guests have an unquenchable desire to immerse themselves in the history, culture and night life of the destinations we visit, which is why we offer them longer stays, more overnights and night touring,” said Larry Pimentel, president and CEO of Azamara Club Cruises. “This new concept is an evolution of Azamara’s core differentiator that resonates with our guests, who love their time onboard, but have made it clear that the cruise experience extends to their time ashore. With these new amenities added to Azamara Club Cruises, guests are offered an unmatched vacation experience at a tremendous value.”

One-hundred percent of Azamara’s 2013 itineraries feature late-night departures and overnight port stays, some as long as two or three days. This concept of slowing the ships down to offer guests the opportunity to experience a city’s night life, is an almost unique concept in the cruise industry that will now be further showcased through AzAmazing Evening, *destination affairs to remember*.

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The new AzAmazing Evening events will replace the current 50 percent savings off Land Discovery shore excursions program and provide guest with an even greater value that further emphasizes the night touring concept and highlights a region's culture and distinct personality with a customized event exclusively for Azamara guests. The complimentary evening ashore varies from voyage to voyage, offering guests sailing consecutive voyages a wide variety of experiences. Guests sailing and pre-booking Land Discoveries, before March 2, 2013 for *Azamara Quest* or April 17, 2013 for *Azamara Journey* can still save 50 percent on most Land Discoveries when booking online at least four days prior to their sailing date.

During the events all interested guests will be transported via private motorcoaches to an unforgettable evening. Guests sailing a Baltic voyage, for example, could enjoy a private ballet performance in St. Petersburg, Russia, while walking the red carpet and sipping champagne. Or those on a Mediterranean voyage may find themselves sampling Jerez, Spain's, famous sherry wine at Gonzalez Byass and later enjoying a private equestrian ballet at the Royal Andalusian School of Equestrian Art.

Also new, beginning with the 2013 Europe season, is the expansion of Azamara's complimentary beverage offerings. In addition to Azamara's existing selection of complimentary boutique wines, served at lunch and dinner, guests will enjoy a wider complimentary selection that includes a selection of standard spirits, wines and international beers throughout the day at any of the ships' bars and lounges.

Guests aboard *Azamara Journey* and *Azamara Quest* already enjoy more inclusive amenities, such as included gratuities for housekeeping, dining and bar staff; complimentary bottled water, soft drinks, specialty coffees, teas, and 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. And now, guests will also enjoy the new AzAmazing Evening event on every voyage, and selected standard spirits, wines and beers throughout the voyage from bars and lounges.

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, , 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, lesser-traveled islands of the West Indies, and in 2014 the West Coast of the United States, with more overnight and late-night stays in every region. Travelers also can choose even more immersive experiences with Azamara cruisetours in four of the world's most exciting destinations, including Asia, Buenos Aires, India and Turkey. 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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