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AZAMARA CLUB CRUISES, CELEBRITY CRUISES AND ROYAL CARIBBEAN TO AIR 2010 FIFA World Cup™ MATCHES ACROSS FLEETS

MIAMI – April 07, 2010 – In some parts of the world, it's called football. In others, it's known as soccer. But across the globe, consumers love the sport, which culminates with the FIFA World Cup™. So, to ensure their guests won't miss a minute of the action, even while vacationing, Azamara Club Cruises, Celebrity Cruises, and Royal Caribbean International have obtained rights to air all games of the 2010 FIFA World Cup South Africa™ while at sea in international waters on every ship across the three fleets.

Guests sailing with any of the three cruise lines during the entire series of the matches – airing from June 11 to July 11, 2010 – can watch them in the comfort of their staterooms, and in designated onboard lounges.* FIFA World Cup fans can combine a memorable Azamara Club Cruises, Celebrity Cruises, and Royal Caribbean International vacation and still cheer on their team with fellow likeminded guests in special onboard programs that include themed activities, food and beverages. On some ships, guests also can participate in onboard tournaments, workshops and other special 2010 FIFA World Cup-themed activities.

*Games featured for public viewing will vary by ship itinerary, time zone and demographics.

About Azamara Club Cruises

Azamara Club Cruises is a destination-immersive cruise line for upmarket 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 353 suites and staterooms, offer a boutique European hotel ambience with extraordinary service, fine cuisine and wines from around the world, and wellness and vigor programs, all while sailing to a host of destinations larger ships can't reach. Azamara Club Cruises sails in Europe, Asia, the Panama Canal, Transatlantic, and the less-traveled islands of the Caribbean, with more overnight and late-night stays in every region. For more information, call your travel agent, dial 1-877-999-9553, or visit the Azamara Club Cruises web site at www.azamarclubcruises.com.

About Celebrity Cruises

Celebrity Cruises is designed for discerning cruisers, with modern, sophisticated environments, impeccable service, enriching and inspiring onboard programs, and world-class cuisine. The ultimate in premium cruising, Celebrity sails in Alaska, California, Canada/New England, Europe, the Pacific Coast, Panama Canal, South America, and year-round in the Caribbean and the Galapagos Islands. Celebrity also offers immersive cruisetour experiences in Alaska, Canada, Europe and South America. Celebrity's mega-series of honors include being named the top mega-ship line in *Condé Nast Traveler's* annual Readers' Choice Awards (November 2009). Celebrity's fleet currently consists of nine ships. Its \$3.7-billion investment in building five stylish Solstice Class ships between 2008-2012 represents the largest five-year investment in premium cruising. For more information, call your travel agent, dial 1-800-437-3111 or visit www.celebritycruises.com.

About Royal Caribbean International

Royal Caribbean International is a global cruise brand with 21 ships currently in service and one under construction. The line also offers unique cruise tour land packages in Alaska, Canada, Dubai, Europe, and Australia and New Zealand. For additional information or to make reservations, call your travel agent, visit www.royalcaribbean.com or call (800) ROYAL-CARIBBEAN. Travel professionals should go www.cruisingpower.com or call (800) 327-2056.

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