



STAR CRUISES WINS “NEW PLAYER OF THE YEAR” AWARD

Star Cruises, *“The Leading Cruise Line in Asia Pacific”* is proud to announce that its newest cruise liner, the **SuperStar Leo** has been voted **“New Player of the Year”** in conjunction with TravelAsia’s 1999 Breakthrough Awards.

SuperStar Leo is the first and the largest world-class megaship to be sailing the waters of Asia Pacific. She has been custom-built for Asia and her arrival to Asia Pacific in September last year was the culmination of 5 years of planning and construction.

“We are indeed proud that our peers in the industry have recognised the quality product that SuperStar Leo is and we are even more committed to maintain her status and quality of service and facilities”, said Mr Colin Au, President & Chief Executive of Star Cruises who was present at the award ceremony today.

“In designing Leo, we took great pains and was meticulous to ensure that she truly reflects Asia’s multi-nation cuisines, colourful cultures with themed restaurants and suites, variety of entertainment and recreational facilities for all ages.”

It had to be a product that would meet and exceed expectations of passengers from around the world given her capacity of a maximum of 2,800 passengers. With a crew size of 1,200 SuperStar Leo has a higher service ratio than any other cruise ship of her class and size.

SuperStar Leo’s new South China Sea itinerary met the same tremendous response on her Straits of Malacca run. On her maiden cruise on the East Coast of Malaysia which started on 4th April, 1999, more than 60% of her 2,000 passengers were tourists from Australia, Europe, India, Hong Kong, New Zealand and United States of America.

Star Cruises, “*The Leading Cruise Line in Asia Pacific*” is one of the five largest cruise lines in the world. By 2002, Star Cruises will have a fleet of 10 vessels with lower berth capacity of about 12,000 with annual growth of 25% per year for the corresponding period.

Star Cruises has also one of the youngest cruise fleets in the world with ships based throughout Asia with Singapore, Port Klang, Phuket, Bangkok, Hong Kong, Taipei, Okinawa and Osaka/Kobe as ports of embarkation by early 2000. Star Cruises has offices in Australia, China, Germany, Hong Kong, India, Indonesia, Japan, Malaysia, Singapore, Sweden, Taiwan, Thailand, United Kingdom and United States of America.

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