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**PRESS RELEASE**

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## **STAR CRUISES BAGS TWO INDUSTRY AWARDS IN A WEEK**

15 April, 1999 - Star Cruises, "The Leading Cruise Line in Asia Pacific" is proud to announce her winning of two coveted industry awards in a week. The first is the "New Player of the Year" award for its newest cruise liner, the SuperStar Leo, by TravelAsia in conjunction with the "1999 Breakthrough Awards". "We are honoured by TravelAsia and the recognition that cruising is a new and quality vacation product. We are even more committed to promote cruising in the Asia-Pacific with 3 more world-class cruise ships such as SuperStar Leo in the next 3 years," said Mr Colin Au, President & Chief Executive of Star Cruises. SuperStar Leo is the first and the largest world-class megaship to be sailing the waters of Asia Pacific. Her arrival to Asia Pacific in September last year was the culmination of 5 years of planning and construction.

"In designing SuperStar Leo, we took great pains and was meticulous to ensure that she is as good as any cruise ship in the Caribbean, Alaska or Europe. In many aspects, SuperStar Leo is even better as she has the most number of alternatives dining restaurants, reflecting Asia's multi-nation cuisine and "open

sittings" for a hassle-free dining experience. Given SuperStar Leo's lower berth capacity of 2,000 passengers and a crew size of 1,300, 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 as her Straits of Malacca itinerary for Singaporeans and non-Singaporeans. On her maiden cruise on the East Coast of Malaysia which started on 4th April, 1999, more than 70% of her 2,100 passengers were non-Singaporeans and were tourists from Australia, Europe, India, Hong Kong, New Zealand and United States of America. Secondly, for the third consecutive year, Star Cruises has been voted as the "Best Cruise Operator" in the prestigious 1999 TTG Travel Awards held in conjunction with the PATA Travel Mart in Singapore. "It is indeed an honour to be conferred this coveted award especially to be voted the best in our field by our peers, suppliers and industry leaders around the Asia Pacific region", said Mr. Colin Au, President & Chief Executive of Star Cruises. The award was presented by Miller Freeman, publisher of TTG Asia at the 11th Annual TTG Travel Awards held on 15th April, 1999 at the 1999 PATA Travel Mart in Singapore. Said Mr. Au, "The award serves to reinforce our commitment to better our service and in delivering the best cruise products in Asia-Pacific of world-class standards". The arrival of SuperStar Leo, the first world-class megaship in Asia Pacific in October 1998 had reaffirmed Star Cruises' leading position in Asia and in particular had increased the number of cruise passengers

from Singapore by 60% with about half of the passengers being non-Singaporeans."1999 is an exciting year for Star Cruises, as we look forward to the arrival of another megaship, the SuperStar Virgo to replace the SuperStar Leo in Singapore; the positioning of SuperStar Europe in October in Bangkok and the repositioning of SuperStar Leo in Hong Kong. SuperStar Virgo is a sister-ship to SuperStar Leo and she will have a different interior décor to the SuperStar Leo. 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 (Sydney, Melbourne, Brisbane and Perth), Asia (China, Hong Kong, India, Indonesia, Japan, Malaysia, Singapore, Taiwan and Thailand), Europe (Austria, Germany and United Kingdom) and the United States of America.

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