



PRESS
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STAR CRUISES ANNOUNCES NEW WEB-SITE

www.starcruises.com

Star Cruises "*The Leading Cruise Line in Asia-Pacific*" is pleased to announce the launch of its new web-site which has been given a fresh new look to reflect her position as a world-class cruise with world-class ships positioned throughout Asia-Pacific.

The new web-site follows just three years after the launch of the company's first web-site in 1996.

"We felt that it is time to re-vamp our web-site, give it a new look with enhanced features, to keep in pace with the rapid growth and expansion which Star Cruises has experienced in the last two years to become the best cruise operator in Asia-Pacific," said Mr Colin Au, President & Chief Executive of Star Cruises.

Star Cruises' ships have gained the reputation for the highest service level which reflects the high standards of hospitality in Asia-Pacific. The Asia-Pacific element is evident throughout the site, which sets it apart from other cruise sites as Star Cruises specialises in Asia-Pacific destinations venturing to destinations which have never been explored by other cruise lines.

“We want to bring to our customers’ mind immediately, that to cruise in Asia-Pacific, one must cruise with the operator which will epitomise the culture and colours of Asia. We offer regular itineraries on year-long fixed schedules to enable cruisers from around the world to plan their holiday in Asia-Pacific in advance,” added Colin Au.

www.starcruiises.com offers visitors a wealth of information about Star Cruises:

- her fleet of 8 ships and all the facilities available onboard each ship
- onboard guest services
- shore excursions options
- destinations
- embarkation points throughout Asia-Pacific
- reservation contacts
- worldwide offices
- the latest news – “What’s New”
- a feedback page
- and much more

Also available will be information about Star Cruises Terminals and the Ship Simulator Centre, the first to be installed in-house by a cruise company.

The site has been designed to be **user-friendly**, making it easy to navigate and to get to the information required with the least amount of clicks.

Site visitors will also be able to view details of **SuperStar Virgo**, which will be delivered in July this year, and her sailing down the River Ems “**live**” provided by a camera mounted on the bridge.

The **next phase** in the development of Star Cruises' web-site will be **a one-stop cruise information channel** through linkages with other cruise news sites.

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 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, Sweden and United Kingdom) and the United States of America.

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