



PRESS
For Immediate Release

Monday, July 26th, 1999

ALEXANDRIA SHOWCASE FOR SUPERSTAR VIRGO
– *THE FIRST WORLD CLASS MEGA-SHIP*
TO SHOWCASE IN THE MIDDLE EAST

Star Cruises, "*The Leading Cruise Line in Asia-Pacific* " is pleased to announce that the Company's latest newbuilding , the mega-ship ***SuperStar Virgo*** will be showcased in **Alexandria, Egypt** on **Tuesday, August 10th, 1999** on her maiden voyage home to Asia-Pacific.

This is the **first time in the history of the Middle East** where a cruise vessel is showcased specifically to the Middle Eastern market which will have the opportunity to visit one of the world's largest mega-ships built this century.

The showcase in Alexandria is expected to attract over 1,000 travel agents, media and others in the travel industry who are expected to come from Dubai, Abu Dhabi, Bahrain, Saudi Arabia, Lebanon and other Middle Eastern markets. They will be able to have a first-hand experience and familiarisation of the mega-ship and her extensive facilities.

SuperStar Virgo is scheduled to arrive at the Port of Alexandria at **0700 hours (local time)** and depart at **1600 hours (local time)**

Last year Star Cruises showcased the **SuperStar Leo** in Mumbai (Bombay) on her maiden voyage from Europe to Asia-Pacific. It was also the first time in Indian history where a cruise ship was showcased.

“The recognition given to the Indian market by that historic event was reciprocated by strong support by the Indian travel industry to promote Star Cruises, resulting in India being one of the 5 largest fly/cruise source markets for Star Cruises,” said Mr. Colin Au, President and Chief Executive of Star Cruises. “Star Cruises’ name is now almost synonymous with cruising amongst the burgeoning middle-class in India. We believe that the same result will be repeated in the Middle East with the showcase in Alexandria,” he added.

“Costing US\$380 million, the 76,800-gross tonne **SuperStar Virgo** is more superior in design and finish than most cruise ships in the world. Her design and layout was further enhanced by US\$20 million as compared with the **SuperStar Leo** which in 1999 won 3 out of a possible 8 design awards conferred by “*Cruise & Ferry Info*”, the leading cruise magazine in Europe. No other cruise ship won more than a single award”, says Dato’ K T Lim, Chairman of Star Cruises. ” **SuperStar Virgo** is also the first cruise ship in the world to have a ‘*halal*’ kitchen and will feature ‘*halal*’ food in order to cater for the Middle Eastern cruise passengers,” he added.

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 and an annual growth of 25% per year for the corresponding period.

Star Cruises has also one of the youngest and most modern cruise fleets in the world with the highest safety standards. Its ships are based throughout Asia-Pacific with Singapore, Port Klang, Phuket, Bangkok, Hong Kong, Taipei and

Osaka/Kobe as ports of embarkation by early 2000. The fleet has the best services afloat and its mega-ships have the highest crew to passenger ratio.

Star Cruises has offices in Asia (China, Hong Kong, India, Indonesia, Japan, Malaysia, Singapore, Taiwan and Thailand); Australia (Sydney, Melbourne, Brisbane and Perth), Europe (Austria, Germany, Sweden and United Kingdom) and the United States of America.

Star Cruises' completely new web-site is at www.starcruises.com. which provides more information on the cruise line and the itineraries.

- end -

For editorial please contact:

MALAYSIA

Jane Poh

Vice President, Corporate Communications

Tel : 603-309 2526

Fax : 603- 301 1479

e-mail : sjpoh@starcruises.com.my

Port Klang, Malaysia