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**PRESS RELEASE**  
For Immediate Release

**July 30<sup>th</sup>, 1999**

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***STAR CRUISES LAUNCHES SALE OF  
SUPERSTAR LEO CRUISES IN HONG KONG***

Star Cruises, "*The Leading Cruise Line in Asia-Pacific*" launched the sale of ***SuperStar Leo*** cruises in **Hong Kong to Vietnam, China** amidst a HK\$10 million advertising and promotions programme.

Addressing a select group of about 500 travel agents, media and industry people, Mr Colin Au, President and Chief Executive of Star Cruises said, "This is one of the most exciting chapters of Star Cruises' history as the positioning of ***SuperStar Leo*** in Hong Kong will open the entire North Asian market to cruising. With the first and largest megaship cruising in and out of Hong Kong three times a week, the visual exposure of the ship in the Hong Kong Harbour will be one of the most spectacular views and sought-after picture taking opportunity for locals and tourists."

***SuperStar Leo*** will commence her regular itineraries from Hong Kong on **September 10<sup>th</sup>** with three departures weekly on 2/3/5-night cruises to **Halong Bay** in Vietnam and **Zhanjiang** and **Haikou** in China between September 1999 and March 2000; and to **Danang** in Vietnam and **Xiamen** and **Sanya** in China from April 2000 to September 2000.

Star Cruises believes that the successful experience with **SuperStar Leo** in Singapore will be duplicated in Hong Kong with about 150,000 non-Hong Kong cruise passengers expected in a year, most of whom will be on fly/cruise packages from Australia, Japan, Korea, Taiwan, South East Asia and China.

There will be enormous spin-offs for the airline industry and the local tourist industry due to the significant increase in fly/cruise passengers.

**SuperStar Leo** will arrive in Hong Kong on **September 10<sup>th</sup>, 1999** at **0900 hours** with over 2,000 cruise passengers mainly from Australia. This is the largest number of cruise passengers arriving on a single ship into Hong Kong. Star Cruises believes that the relocation voyage of **SuperStar Leo** will carry more Australians on a single voyage than at any historical time. Her arrival will be marked by a specially prepared ceremony befitting the occasion. Most of the cruise passengers will be staying a few days prior to departing to their home countries.

Star Cruises, "*The Leading Cruise Line in Asia-Pacific*", is one of the five largest cruise lines in the world. By 2005, Star Cruises will have a fleet of 12 vessels with lower berth capacity of about 18,000 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 (early 2000) as ports of embarkation. Star Cruises' award-winning fleet has the best services afloat with the highest crew-to-passenger ratio reflecting the high standards of the hospitality industry in Asia-Pacific.

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. New offices will be established in the Philippines and Korea by the end of this year.

Star Cruises' completely new web-site is at [www.starcruises.com](http://www.starcruises.com). or [www.starcruises.com.my](http://www.starcruises.com.my) which provides more information on the cruise line and the itineraries.

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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](mailto:sjpoh@starcruises.com.my)

Port Klang, Malaysia

*Pr-hk0720*