



**PRESS RELEASE
For Immediate Release**

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STAR CRUISES ANNOUNCES NEW APPOINTMENT

Star Cruises, "The Leading Cruise Line in Asia-Pacific", is pleased to announce the appointment of **Mr. Benny Leo** as the **Public Relations Manager in Singapore, with effect from 1st July 1999.**

Mr. Leo has more than 5 years of experience in the field of Marketing Communications and Public Relations, and has served on both clients' and agencies' sides.

A graduate from the National University of Singapore, Mr. Leo had been the Receptions Executive of Singapore Cricket Club, the Account Manager (PR & Promotions) of DNC Consultants and the Account Director of Information Laboratory.

He has successfully launched many Public Relations campaigns over the years, and has served in many organizations such as Nivea, Luxasia, NTUC Lifestyle Centres among others.

Prior to joining Star Cruises, Mr. Leo was a Trainer with Trennex Consultants where he conducted training courses and workshops on Communications and English Language.

As Public Relations Manager of Singapore, Mr. Leo will coordinate the media relations and public relations of Star Cruises, Singapore.

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 or www.starcruises.com.my which provides more information on the cruise line and the itineraries.

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