



PRESS RELEASE
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***STAR CRUISES SHOWCASES SUPERSTAR VIRGO AT MUMBAI
AND GOES ON A 5-DAY ROADSHOW IN INDIA***

Star Cruises, "*The Leading Cruise Line in Asia-Pacific*", in recognition of India as a burgeoning fly-cruise source market, will showcase ***SuperStar Virgo*** for one day on Thursday, 19th August, 1999 in Mumbai, India. Following the showcase, Star Cruises will go on a 5-day roadshow from 20-24th August 1999 to the cities of New Delhi, Calcutta and Chennai.

Showcase in Mumbai

SuperStar Virgo at 76,800 GRT and costing US\$380 million, is the newest world-class cruise ship and the second megaship in Star Cruises' fleet after her multiple award-winning twin sister ship, ***SuperStar Leo***.

From the experience of ***SuperStar Leo's*** showcase last year in Mumbai, more than 2,000 trade industry and media people are expected to attend the showcase of ***SuperStar Virgo***.

The roadshow will be led by Mr. Colin Au, President and Chief Executive of Star Cruises and Mr. Cheong Tack Hoong, Executive Vice President for Marketing. Also present will be Ms. Jean Teo, Vice President for Sales and Marketing for Asia-Pacific and Mr. Vijay Puthran, Sales Manager of India.

During the roadshow Star Cruises will brief agents, wholesalers and travel executives on the development plans of Star Cruises and launch the **SuperStar Virgo** cruises out of Singapore, and introduce other cruise hubs throughout Asia-Pacific.

Star Cruises will also strengthen its relationship with them with the ability to offer 4 world-class ships- the **SuperStar Gemini**, **SuperStar Europe**, **SuperStar Leo** and **SuperStar Virgo** from the main embarkation fly/cruise hubs of Singapore, Kuala Lumpur, Bangkok, Hong Kong and Phuket. Cruise passengers can also cruise on the **Star** series ships **Star Aquarius** and **Star Pisces** from Taipei to Okinawa Islands in Japan and from Kobe/Osaka to Beppu (the most famous hot spring area in Japan), Pusan and Cheju (Korea).

Star Cruises is the only cruise line focussed on cruising in the Asia-Pacific, delivering world-class cruises in four world-class ships at affordable prices. Indian agents can package year-round 2, 3, 5, 10 and 12-night cruises calling at up to 5 Asia-Pacific countries (China, Vietnam, Thailand, Malaysia and Singapore) on these four ships.

In recognition of the growing Indian market, **SuperStar Virgo** is the first cruise ship in the world to feature an Indian alternative restaurant called “The Taj”. The restaurant seats 60 people with Indian chefs from Mumbai to cater to the dining requirements of Indian passengers who are booked on the Balcony Class category of cabins as well as other passengers who appreciate fine a la carte Indian cuisine.

“Services catering specifically for Indian nationals, including vegetarian meals and the presence of Indian crew and staff on board will certainly help coordinate their activities,” says Mr. Colin Au, President and Chief Executive of Star Cruises.

“We are very pleased to receive such overwhelming response from India and we believe that for repeat cruisers, they will now seek out our new itineraries on **SuperStar Leo** cruising to Vietnam and China as well as on **SuperStar Europe** cruising to Vietnam from Bangkok,” he added.

“After one year of operating the **SuperStar Leo**, there are more Indians who have cruised with Star Cruises than all other cruise lines in the world combined, or in the history of India,” he further remarked.

Showcase in Colombo

SuperStar Virgo will also be showcased in Colombo on August 23rd, 1999. Approximately 800 travel trade and media people are expected to attend this showcase. Following the showcase, **SuperStar Virgo** will sail to Langkawi before arriving at her homeport in 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.starcruiises.com or www.starcruiises.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 1479/301 1408

e-mail : sjpoh@starcruiises.com.my

Port Klang, Malaysia

Pr-hk0720