



PRESS RELEASE
For Immediate Release

August 27th, 1999

***STAR CRUISES ANNOUNCES SUCCESSFUL
INDIAN OCEAN MAIDEN VOYAGE AND ROADSHOW IN INDIA***

SuperStar Virgo maiden voyage from Mumbai to Singapore calling at Maldives, Colombo and Langkawi was a great success as she arrives at **2:00 p.m. today, 27th August 1999**. A number of records were established on the voyage.

- The largest cruise ship to call at Mumbai, Male (Maldives), Colombo and Langkawi.
- The largest number of cruise passengers embarking and visiting Mumbai, Male and Colombo.
- The fastest voyage by any cruise ship in the Indian Ocean and Bay of Bengal.

The Roadshow in India led by Mr. Colin Au, President & Chief Executive of Star Cruises attracted about 2,000 participants in the cities of Mumbai, New Delhi, Calcutta and Chennai (Madras) - the largest roadshow by any cruise company in India.

The Roadshow was covered by all the leading newspapers and television network in India and a photo of the **Grand Piazza** of **SuperStar Virgo** was featured on the front page of **The Times of India on August 20th, 1999** with the caption – “Preseidon’s Pleasure Dome : Kitsch on steroids meets nautical

Disneyland in the lobby of one of the world's ten largest ships. The luxury liner, **SuperStar Virgo**, sailed into Mumbai harbour on **Thursday morning.**"

"There were keen interest by Indian cruise passengers and we expect to double the number from about 10,000 this year to 20,000 next year", said Mr. Colin Au. "Currently 80% of our cruise passengers are from Mumbai. We will be establishing offices in New Delhi this month and Calcutta and Chennai by the end of this year in addition to Mumbai in order to serve the travel industry better in the other cities and reinforce the Star Cruises brand image throughout India", he added.

"The availability of Indian food and coordinators onboard was a key factor in attracting the Indian cruise passengers and having the first Indian Restaurant on any cruise ship in the world reinforce our commitment to the Indian market. Indian cuisine are well liked throughout the world and will also be appreciated by other nationalities cruising with us", Mr. Colin Au further commented.

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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