



PRESS RELEASE
For Immediate Release

Friday, September 10th, 1999

SUPERSTAR LEO ARRIVES IN HONG KONG!

Star Cruises, "*The Leading Cruise Line in Asia-Pacific*" is proud to announce the arrival of the much anticipated US\$360 million mega cruise liner, **SuperStar Leo** in **Hong Kong** on **Friday, September 10th, 1999 at 9.00am**. Her arrival is preceded by more than six months of intensive advertising and heavy promotional campaigns in major tourist producing markets such as Australia, New Zealand, United Kingdom, Europe, Japan, Southeast Asia, India and Hong Kong.

SuperStar Leo will be visible in **Victoria Harbour** from **8.00am on Friday morning** and her sailing into the harbour will offer thousands of early morning commuters and residents on both sides of the harbour a spectacular sight. Pilot boats shooting jets of water for visual impact will accompany her.

As part of the celebrations of **SuperStar Leo's** arrival, Star Cruises has organised many events, contests and over 20 island-wide joint promotions involving more than 500 outlets in Hong Kong all of which have been advertised in the local newspapers.

SuperStar Leo, at 76,800 GRT, 268m long and 32.2m wide is one of the biggest and most powerful cruise ships built in modern time, at just under 59 megawatts of installed power, delivering a speed of 25.3 knots. She has 1000 cabins and 1300 crew with a lower berth capacity of 2,000 passengers. She features a spectacular 7-storey atrium, 1,000-seat showroom, 16 food and beverage outlets, Tivoli Pool Deck and all the facilities of a world-class cruise ship.

SuperStar Leo is the winner of 3 out of 8 design awards conferred by “*Cruise and Ferry Info*”, the leading cruise magazine in Europe triumphant in categories for “Outstanding Cruise Saloons”, “Outstanding Cruise Cabins” and “Outstanding Cruise Sundeck.

The arrival of **SuperStar Leo** with almost 2,000 cruise passengers mainly from Australia and other countries signifies a new chapter in Star Cruises’ history. This is the largest number of multi-nation cruise passengers arriving on a single ship to Hong Kong. Many of the passengers will stay on in Hong Kong on post-cruise land vacation. **SuperStar Leo** is also the largest cruise vessel to call at Hong Kong.

SuperStar Leo will commence her regular itineraries from Hong Kong on September 17th, 1999 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.

With **SuperStar Leo’s** increased capacity which is almost double that of Star Pisces, Star Cruises will be able to develop the fly/cruise sector by marketing such packages internationally to attract overseas tourists and thereby strengthen Hong Kong as the leading international cruise hub for North Asia.

“From our experience, **SuperStar Leo** will attract some 150,000 international tourists to visit Hong Kong on fly/cruise packages from Australia, Japan, Europe, Korea, Taiwan, China and South East Asia,” says Star Cruises’ President and Chief Executive, Mr. Colin Au.

“As a result of our marketing programme worldwide, we have received extremely good booking numbers. Our first cruises are sold out and bookings are still coming in strongly,” added Mr. Au.

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
e-mail : sjpoh@starcruiises.com.my
Port Klang, Malaysia

HONG KONG

Michelle Lam
Director of Promotions
Tel : 852-2378 2035
Fax : 852-2314 8251
e-mail : mlam@starcruiises.com.hk