



PRESS RELEASE

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For Immediate Release

STAR CRUISES IN JOINT CONSUMER PROMOTION WITH
SINGAPORE TOURISM BOARD, ABC TELEVISION
AND ALL NIPPON AIRWAYS (ANA)

Star Cruises, “*The Leading Cruise Line in Asia-Pacific*” in collaboration with **Singapore Tourism Board** and **All Nippon Airways (ANA)** is jointly sponsoring the popular ABC Television programme “**Tabi Salad Special**” to be aired on **Saturday, 2nd October, 1999** between **8.00pm-9.30pm** on **ABC Television** and a network of **24 other stations**.

Star Cruises will sponsor more of such programmes to promote Singapore as a cruise hub. Shooting and production of the programme was completed from 10th September, 1999 to 17th September, 1999.

An estimated audience of 3,050,000 households or 8,470,000 viewers is expected to tune in to this popular 90-minute travel variety programme.

The variety programme to be hosted by reporter Ms. Noriko Aota of CC Girls, will feature Star Cruises’ latest megaship, the **SuperStar Virgo**, her itineraries and promote cruising in Asia-Pacific.

“The sponsorship of this programme is in recognition of Japan as an important cruise passenger market and in line with the establishment of Kobe as a fly/cruise hub in early 2000,” said Mr. Colin Au, President and Chief Executive of Star Cruises.

“Cruising is not unfamiliar to the Japanese and Star Cruises ships will cater to their needs well with Japanese restaurants, karaoke lounges and entertainment outlets aboard.”

“Many Japanese passengers have cruised with us and the sponsorship of this programme is a step in the right direction of popularising cruising as a fun and enjoyable alternative holiday experience,” he added. The **SuperStar Virgo** is the first cruise ship in the world with two Teppanyaki tables.

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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