



PRESS RELEASE

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**STAR CRUISES BAGS "THE BEST CRUISE COMPANY" AWARD
FOR THE SECOND CONSECUTIVE YEAR**

Star Cruises, "*The Leading Cruise Line in Asia-Pacific*" is proud to be once again presented with a "**Best Cruise**" award at the **1999 M&C Asia/Pacific Gold Awards** during a glittering ceremony organised by Venture Asia Publishing in Kuala Lumpur on **Sunday, October 24th, 1999**. On hand to receive the award was Mr. Cheong Tack Hoong, Executive Vice President – Marketing on behalf of Mr. Colin Au, President and Chief Executive Officer of Star Cruises.

"We are delighted to have received the M&C Gold Award for the second straight year since inception for the 'Best Cruise Operator' in Asia-Pacific. This award endorses further our strong commitment and efforts in developing the cruise industry in the Asia-Pacific region, thus giving us the impetus to continuously maintain and consolidate further our brand and market leadership," says Mr. Colin Au, President and Chief Executive of Star Cruises.

"With the year-round positioning of **SuperStar Taurus** in Japan, we will bring our brand name to other consumer markets in Asia-Pacific and raise the profile of our brand image in North Asia and experience a quantum leap in brand recognition in North Asia. Star Cruises will have 9 modern and world-class ships positioned throughout the Asia-Pacific coastline from Japan in the north to Singapore in the south," he continues.

For the record, this is the second straight year that Star Cruises has won the "**Best Cruise**" award conferred by one of the leading cruise magazines in the region, having won numerous awards previously.

Awards won include “Best Cruise Operator in Asia-Pacific” for three straight years from 1997 to 1999 by TTG Asia, three ShipPax awards for **SuperStar Leo** in 1999 for her excellent design features and “Best Cruise Operator” from 1996 to 1997 by World Travel Market. Star Cruises has also enjoyed high ratings for all its vessels from the authoritative Berlitz Complete Guide to Cruising and Cruise Ships.

“Star Cruises is clearly the dominant cruise line in Asia-Pacific offering year-round cruises with ships based throughout Asia-Pacific. Our world-class vessels offer exotic adventures on shore and on board with a multitude of world-class food and beverage outlets, international entertainment and recreational facilities,” added Mr. Au.

The world-class **SuperStar Leo** has also earned worldwide recognition when she was featured on the front cover of the year 2000 edition of that same Berlitz guide authored by Mr. Douglas Ward. This recognition is in addition to winning 3 out of 8 awards given by Cruise and Ferry Info, a leading European publication by ShipPax Info.

The world-class Star Cruises fleet combined with a better than world-class service standards onboard ensures Star Cruises’ market leadership position as the leading premium brand in the cruise industry in Asia-Pacific.

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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