



PRESS RELEASE
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STAR CRUISES WINS PRESTIGIOUS NEW ZEALAND TRAVEL INDUSTRY
"BEST CRUISE PRODUCT OVERALL" AWARD

Star Cruises, "*The Leading Cruise Line in Asia-Pacific*" has once again been awarded, this time by the New Zealand travel industry fraternity, with the prestigious "**1999 Best Cruise Product Overall – Tabs on Travel Industry**" award. On hand to receive the award for Star Cruises was Mr. Braydon Holland, Star Cruises' Director of Sales and Marketing from its Australia and New Zealand office.

For the record, this is the second "*Best Cruise*" category award in two months for Star Cruises, having earlier won the "1999 M&C Asia/Pacific Gold Awards" for "*Best Cruise Operator*" for the second consecutive year.

"This achievement will spur us to maintain and establish new product and service benchmarks in our effort to consistently deliver a world-class cruising experience to our customers," said Mr. Colin Au, President and Chief Executive of Star Cruises.

"In fact, the recent acquisition of a controlling stake in Norwegian Cruise Line (NCL) will enable us to deliver global cruises as we will have ships in the Americas, Europe and Asia-Pacific," he added further.

Since her inception only six years ago, accolades have been pouring in - underlining Star Cruises' growing strength and reputation - from the cruise industry. Awards won include "*Best Cruise Operator*" – Award for Excellence 1997 and 1999 by Australian Federation of Travel Agents (AFTA) Western Australia Chapter, "*Best Cruise Operator in Asia-Pacific*" – PATA Travel Mart 1997-1999, "*New Player of the Year*" – **SuperStar Leo** – Travel Asia Breakthrough Awards 1999, Ship Pax Awards for **SuperStar Leo** –

“Outstanding Cruise Sundeck”, “Outstanding Cruise Saloon” and “Outstanding Cruise Cabin” 1999 and many more. Star Cruises has also enjoyed high ratings for all its vessels from the authoritative Berlitz Complete Guide to Cruising and Cruise Ships.

“These awards speak volumes of our achievements and our market and brand leadership in Asia-Pacific going into the new millennium. Star Cruises’ own ships are based throughout Asia-Pacific and offers first-time and experienced cruisers a choice of nine vessels to some of the most exotic islands and destinations in the region with world-class food and beverage, cabins, entertainment and recreation activities on board and on shore,” added Mr. Au.

Star Cruises, “The Leading Cruise Line in Asia-Pacific” and NCL, is now ***the first global cruise line and joint-third largest in the world*** with a fleet of 18 ships with over 21,000 lower berths. By 2004, Star Cruises and NCL will have a fleet of 23 vessels with lower berth capacity of about 34,000.

Star Cruises also has one of the youngest and most modern cruise fleets in the world with the highest safety standards. Presently Star Cruises’ 9 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, Korea, Malaysia, Philippines, Singapore, Taiwan and Thailand); Australia (Sydney, Melbourne, Brisbane and Perth), Europe (Austria, Germany, Sweden and United Kingdom) and the United States of America. With a number of branches in some countries such as China, India and Australia, Star Cruises is represented in 23 locations worldwide.

Norwegian Cruise Line (“NCL”) has a fleet of 9 ships and has itineraries in the Americas, Europe and Australia.

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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