



PRESS RELEASE
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STAR CRUISES WINS TTG ASIA'S "BEST CRUISE OPERATOR" AWARD
FOR THE FOURTH CONSECUTIVE YEAR

Star Cruises with NCL, *"The First Global Cruise Line" and "The Leading Cruise Line in Asia-Pacific"*, has, once again been voted as the *"Best Cruise Operator in Asia-Pacific"* by TTG Asia Travel Awards for the year 2000. On hand to receive the award for Star Cruises in the award presentation held in Singapore was Ms. Jean Teo, Senior Vice President of Sales and Marketing, Asia-Pacific, Star Cruises.

For the record, this is the fourth consecutive year that Star Cruises has won this prestigious and internationally acclaimed award, having earlier won in 1997, 1998 and 1999.

"Star Cruises is very pleased that all our efforts in pioneering and developing the cruise industry is continuously recognised by our industry peers and leaders. This award will further spur the company in continuously delivering a world-class cruise experience in Asia-Pacific," said Mr. Colin Au, President and Chief Executive of Star Cruises.

"Star Cruises award-winning Asian hospitality, services and excellent technical operations are now being adopted and implemented gradually on NCL cruise ships as well. Our notably high crew-to-passenger ratio of 1:2 has been well received by passengers and instrumental in ensuring a high and consistent service quality. Strategic ship deployment and mapping of new exciting itineraries have also continuously excite both first-time and regular cruisers," Mr. Au added.

“Star Cruises wishes to thank and acknowledge all travel agents, travel trade professionals and business associates who have voted and supported the cruise line since its inception to its current global standing today,” Mr. Au added further.

MORE ON STAR CRUISES

Following the acquisition of NCL Holdings this year, Star Cruises became “*The First Global Cruise Line*” in addition to “*The Leading Cruise Line in Asia-Pacific*” with a fleet of 20 ships and over 21,000 lower berths. Star Cruises with NCL is the joint-third largest cruise line in the world. By 2004, with the five ships currently on order, Star Cruises with NCL will have 25 vessels with about 35,000 lower berths.

Star Cruises also has one of the youngest and most modern cruise fleets in the world with the highest safety standards. Star Cruises is the only cruise line to own a US\$5 million world-class ship simulator in its operational headquarters in Malaysia and together with the Danish Maritime Institute, trains all Star Cruises’ officers in addition to a further 500 officers for Maersk Sealand and other shipping lines each year. Star Cruises is the winner of the Third Annual “Salute to Youth and Training 2000” awarded by Lloyd’s List and International Maritime Industry in London in March, 2000.

Presently, Star Cruises’ 12 ships are based throughout Asia-Pacific with Singapore, Port Klang (Malaysia), Phuket, Bangkok, Hong Kong, Taipei, Kobe, Fukuoka, Pusan and Dubai 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 25 locations worldwide.

The NCL group operates a fleet of eight ships under two brands. ***Norwegian Cruise Line***, with six ships, offers mainstream cruises in the Caribbean, Alaska, Europe, Bermuda, and the Exotics. ***Orient Line***, with two ships, offers destination-oriented

cruises in Europe in the summer months and worldwide, as far as Antarctica, in the fall-through-spring. Both NCL and Orient Lines market primarily in North America but also extensively in the UK, Europe, South America, and Asia.

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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