



PRESS RELEASE
For Immediate Release

June 22nd , 2000

STAR CRUISES TAPS INTO CHINESE MARKET

First Historic Cruise Left Haikou Today

Star Cruises "*The Leading Cruise Line in Asia-Pacific*", is pleased to announce the first historic cruise for Chinese nationals boarding **Star Pisces** in Haikou, Hainan Island cruising to Halong Bay in Vietnam and returning back to Haikou.

This cruise which departed Haikou this afternoon at 4.00 pm (local time) has successfully tested all immigration and other procedures for Chinese nationals visiting Vietnam. The **Star Pisces** sailed with a capacity 1,200 Chinese nationals.

Star Cruises will reschedule **SuperStar Leo's** itinerary in the winter to cruise from Hong Kong to Sanya and Halong Bay with a stop at Haikou for disembarkation before returning to Hong Kong. Chinese nationals will be able to board at Sanya in Hainan Island, cruise to Halong Bay and then return to Haikou, also on Hainan Island.

Hainan Island is well regarded as the "Hawaii" of China and every year there are nine million Chinese visitors from the Chinese mainland. These Chinese nationals will generally visit the entire island, especially Sanya which is known as "End of the Earth", as it is the southernmost part of China.

Chinese nationals will be able to combine a land vacation in Hainan Island with a cruise on **SuperStar Leo** from Sanya to Halong Bay and return to Haikou the following day. This combination vacation package will appeal to Chinese nationals as the **SuperStar Leo** is a multiple award-winning world-class ship with a wide range of recreation, dining and entertainment facilities.

The exclusive arrangement secured by Star Cruises will enable Chinese nationals to cruise with just a border pass from Hainan Island to Halong Bay, thereby reducing the need to apply for a visa. The simplification of the immigration process will enable Star Cruises to make inroads into the largely untapped Chinese market.

MORE ON STAR CRUISES

Following the acquisition of NCL Holdings this year, Star Cruises, "*The Leading Cruise Line in Asia-Pacific*" has a combined fleet of 20 ships and over 21,000 lower berths. 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 (Germany, Norway, 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 which provides more information on the cruise line and the itineraries.

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