



PRESS RELEASE
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STAR CRUISES WINS TRAVELASIA'S "CRUISE LINE OF THE YEAR" AWARD

Star Cruises, "The Leading Cruise Line in Asia-Pacific" is pleased to announce that it has won TravelAsia's "**Cruise Line of the Year**" award. The award was presented to Star Cruises at the TravelAsia Breakthrough Awards 2000, a glittering ceremony held at the Raffles Hotel in Singapore on September 28th, 2000. On hand to receive the award on behalf of Star Cruises was Mr. Michael Goh, Vice President of Sales.

The TravelAsia Breakthrough Awards 2000 also saw Star Cruises' Chairman, Dato' KT Lim named the **Leader of the Year**, an honour bestowed on a travel trade-related personality that has demonstrated outstanding and visionary leadership.

"We are very pleased to have won yet another award at cruise operator level, as winning the award clearly recognises the significant achievement and contribution of Star Cruises to the cruise industry in Asia-Pacific for the past year," commented Dato' KT Lim, Chairman of Star Cruises.

"For the record, Star Cruises' **SuperStar Leo** won "The New Player of the Year" award at the same ceremony in 1999, heralding the beginning of affordable luxury cruising in Asia-Pacific following her arrival in 1998," added Dato' Lim.

"Within seven years since its inception, Star Cruises has now clearly taken the lead and established itself as the leading cruise line in Asia-Pacific with a brand that is recognised for its world-class cruise products, innovative and exciting itineraries and distinctive Asian hospitality."

“Winning the award will certainly motivate us to better our products and services in the future. It is indeed our intention to introduce this winning formula to our other ships under the NCL brands, while taking into consideration cross-cultural sensitivities and suitability.”

“As a matter of fact, NCL has already increased crew-to-passenger ratios in a move to increase service levels and has successfully introduced *Freestyle Cruising* onboard some of its vessels while the two-ship, Orient Lines is already an internationally acclaimed award-winning brand,” added Dato’ Lim.

MORE ON STAR CRUISES

Following the acquisition of NCL Holdings this year, Star Cruises “*The Leading Cruise Line in Asia-Pacific*” is now the fourth largest cruise line in the world operating a combined fleet of 20 ships with over 21,000 lower berths. By end 2002, with the three ships currently on order, Star Cruises with NCL will have about 28,000 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’ 11 ships are based throughout Asia-Pacific with Singapore, Port Klang (Malaysia), Phuket, Bangkok, Hong Kong, Taipei, Kobe, Fukuoka and Pusan 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, 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 nine ships under two brands. **Norwegian Cruise Line**, with seven ships, offers mainstream cruises in the Caribbean, Alaska, Europe, Bermuda, and the Exotics. **Orient Lines**, 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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