



PRESS RELEASE
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INTERNATIONAL

STAR CRUISES WINS FRIENDS OF THAILAND "INTERNATIONAL TOUR OPERATOR" AWARD AT THE THAILAND TOURISM AWARDS 2000

Star Cruises, "The Leading Cruise Line in Asia-Pacific" is pleased to announce that it has won the Friends of Thailand Award for *International Tour Operator* at the recently concluded Thailand Tourism Awards 2000 held in Bangkok, Thailand.

Star Cruises' Executive Vice President of VIP Services and Sales and Marketing, Mr. SH Lee received the award on behalf of Star Cruises from Mr. Pradech Phayakvichien, the Governor of Tourism Authority of Thailand.

The Friends of Thailand Awards is held under the auspices of the Thailand Tourism Awards in conjunction with the 40th anniversary of Tourism Authority of Thailand. The award was presented to Star Cruises in recognition of its efforts in developing and promoting Thailand as a tourist destination internationally.

Star Cruises began cruise operations in Thailand in 1999 following the homeporting of **SuperStar Ariès** in Laem Chabang, Bangkok in October 1999. The arrival of **SuperStar Ariès** introduced contemporary cruising to the mass market while creating another revenue base for the tourism industry in Thailand.

"We would like to commend the Tourism Authority of Thailand for their tremendous efforts in promoting Thailand overseas. Thailand is certainly a country that has much to offer to foreigners given her rich history, culture, beautiful places and warmth of her people," said Dato' KT Lim, Chairman of Star Cruises.

“Star Cruises is pleased to have won this award as it underlines our commitment to develop cruise tourism in Thailand,” added Mr. SH Lee, Executive Vice President of VIP Services and Sales and Marketing.

“This commitment is further reflected in the agreement signed on February 14th, 2000 earlier with the Port Authority of Thailand to develop and operate the Star Cruises Bangkok Terminal with a berth length of 365m capable of docking the largest cruise ships.”

“Star Cruises will continue to introduce new products to the Thai market in our efforts to further develop cruise tourism in Thailand. Cruise vacationers in Thailand can look forward to the arrival of **Star Aquarius** which will be replacing the **SuperStar Aries** following her redeployment to Fukuoka soon,” concluded Mr. Lee.

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 20,000 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' web-site is at www.starcruises.com which provides more information on the cruise line and the itineraries.

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