



PRESS RELEASE
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INTERNATIONAL

STAR CRUISES WINS SINGAPORE TOURISM BOARD'S "OUTSTANDING CONTRIBUTION TO TOURISM" AWARD AT TOURISM AWARDS 2000

Star Cruises, "The Leading Cruise Line in Asia-Pacific" is pleased to announce that it has won the award for "Outstanding Contribution to Tourism" at the recently concluded Tourism Awards 2000 organised by Singapore Tourism Board.

Star Cruises' Chairman, Dato' KT Lim received the award from Mr. Lim Swee Say, Acting Minister for the Environment and Minister of State for Communications and Information Technology, of Singapore.

The award was presented to Star Cruises in recognition of its efforts in developing and promoting Singapore as a tourist destination internationally. The "Outstanding Contribution to Tourism" award honours Star Cruises whose contributions have had a significant impact on the development of tourism in Singapore. Vision, dedication and commitment to the future of tourism are the qualities, which distinguished the recipient in earning the respect of all in the industry and Singaporeans in general.

For the record, Star Cruises was also recently awarded the Friends of Thailand "International Tour Operator" award in October at the Thailand Tourism Awards 2000 for its significant regional role in developing cruise tourism in Thailand.

Star Cruises began cruise operations in Singapore in 1993. Since then, it has introduced the magic of cruising on **Star Aquarius**, **Star Pisces**, **SuperStar Gemini** and the **SuperStar Leo** to Singaporeans. The arrival of **SuperStar Virgo** on August 27th, 1999 in Singapore, further marked Star Cruises' commitment in delivering world-class cruise ships and reaffirms its leading position in Asia-Pacific.

“We are honoured to be recognised by the Singapore Tourism Board and would like to commend their tremendous efforts in promoting Singapore overseas. These efforts, combined with Singapore’s strategic geographical location, has truly transformed Singapore into one of the leading fly/cruise hubs in Asia-Pacific,” said Dato’ KT Lim, Chairman, President and Chief Executive of Star Cruises.

“This award and the continuous strong support that we have received from the Government of Singapore, Port of Singapore Authority, Singapore Tourism Board and the people of Singapore will certainly spur Star Cruises to achieve even greater product and service excellence,” added Dato’ Lim.

“Star Cruises will continue to introduce new products to the Singapore market in our efforts to further develop cruise tourism in Singapore. Cruise vacationers in Singapore can look forward to the arrival of **SuperStar Libra** which will be replacing the **SuperStar Virgo** following her redeployment to Hong Kong at the end of 2001,” concluded 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 eight ships under two brands. **Norwegian Cruise Line**, with six 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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For more information on NCL, please visit www.ncl.com