



**PRESS RELEASE
For Immediate Release**

**May 4th, 2001
INTERNATIONAL**

**STAR CRUISES WINS TRAVELWEEKLY EAST READER'S CHOICE AWARD
AND AIMS TO EXPAND CRUISE MICE MARKET**

Star Cruises, "*The First Global Cruise Line*", is pleased to announce that it has been voted the winner of the TravelWeekly East's inaugural Reader's Choice Awards 2000, under the Travel Related Services category for a MICE ("Meetings, Incentives, Conventions and Exhibitions") advertisement placed with the magazine.

Winning the TravelWeekly East ("TWEast") Reader's Choice Award reflects TWEast readers' choice of the best advertisements that appeared in the magazine. TWEast is one of Asia' leading travel trade and meetings publishers catering to the development of the travel industry.

Star Cruises' Chief Operating Officer, Mr Chong Chee Tut said the award continues to validate the culture of excellence that Star Cruises practises in all areas of its operations, including advertising and marketing, to provide its customers with the best in cruise choices and services.

Star Cruises to Develop Further Its Cruise MICE Market Segment

In line with its product expansion plans, Star Cruises is tapping into the Meetings and Incentives segments of the cruise MICE industry in Asia-Pacific.

In general, regional meeting and incentive planners have yet to fully explore cruise ships as venues in place of the traditional land-based facilities. Cruise ships offer an

alternative that equals other MICE destinations and on top of that, the cruise element not found on traditional offerings.

Star Cruises' twin megaships in Asia-Pacific i.e. **SuperStar Leo** and **SuperStar Virgo** are strategically positioned in the financial and air hubs of Hong Kong and Singapore respectively. Both are ideal venues for meetings and incentives with full-fledge world-class food and beverage, meeting, conference and breakout rooms, entertainment and recreation facilities that can cater to various group sizes.

For example, **SuperStar Leo** is equipped with a boardroom for 12 people, a theatre seating 78 people and six meeting rooms, which can accommodate 12 to 18 persons depending on the layout. There is also a business centre that provides secretarial, photocopying and faxing services. Both **SuperStar Leo** and **SuperStar Virgo** are also equipped with international showrooms that can accommodate nearly 1,000 persons. These showrooms are available with prior arrangement.

"Most of those coming for incentives are first-time cruisers and they tend to find the whole event of meeting and conferencing while cruising a refreshing and stimulating change for both the mind and body compared to the more predictable land-based offerings. The ship with its captive-like environment is conducive for teambuilding activities as it reinforces team spirit and promotes interaction," added Mr Chong.

MORE ON STAR CRUISES

Star Cruises is the fourth largest cruise line in the world operating a combined fleet of 17 ships with over 20,000 lower berths, with cruises to destinations and islands in Asia-Pacific, North and South America, Caribbean, Alaska, Europe, Mediterranean, Bermuda and Antarctica. By end 2002, with the three ships currently on order, Star Cruises with Norwegian Cruise Line (NCL) will have about 28,000 lower berths. Star Cruises is represented in more than 20 locations world-wide with offices in Australia, China, Germany, Hong Kong, India, Indonesia, Japan, Korea, Malaysia, Philippines, Singapore, Sweden, Taiwan, Thailand, United Kingdom and the United States of America.

For more information on Star Cruises and NCL, please visit www.starcruiises.com and www.ncl.com

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