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**PRESS RELEASE**  
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**STAR CRUISES WINS TRAVELWEEKLY EAST INNOVATORS AWARD 2001**

Star Cruises, “*The First Global Cruise Line*” and “*The Leading Cruise Line in Asia-Pacific*” is pleased to announce that it has won the **Innovator: Product Award** under the Journey Maker category in the TravelWeekly East Innovators Awards 2001, organised to recognise and reward innovation excellence in the travel industry.

Star Cruises’ Senior Vice President of Sales and Marketing, Mr. Gary Sharman received the award at a ceremony held at the Fullerton Hotel in Singapore.

Star Cruises was nominated for its innovation in bringing new products to the region by a panel of judges comprising leaders from a cross section of sectors in the industry. TravelWeekly East is one of the leading travel trade publications in the region.

Expressing delight with the win, Star Cruises’ Chief Operating Officer, Mr. Chong Chee Tut said the award is an industry endorsement of the group’s continuous efforts in creating value and new experiences for its cruise vacationers through innovative cruise products.

“We have always encouraged new ideas and promoted a culture and environment where these ideas could be translated into tangible benefits and value for our customers in the form of cruise products and service enhancement. That is why we placed a lot of emphasis on customer feedback in order to deliver a product that cruisers really want.”

“To this extent, we have even conducted focus group studies on our Balcony Class product to meet our customer’s expectations. The Balcony Class product which have

been very well received by our customers is a direct result of these studies,” added Mr. Chong.

“Star Cruises’ innovative “Freestyle Cruising” concept has also changed the face of cruising in Asia. This concept – which is a breakaway from traditional regimented cruising - is now being adopted by Norwegian Cruise Line and has received very positive feedback from customers who appreciate the freedom and flexibility to organise their own onboard cruise experience,” concluded 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, Norway, Philippines, Singapore, Sweden, Switzerland, Taiwan, Thailand, United Kingdom and the United States of America.

For more information on Star Cruises and NCL, please visit [www.starcruises.com](http://www.starcruises.com) and [www.ncl.com](http://www.ncl.com)

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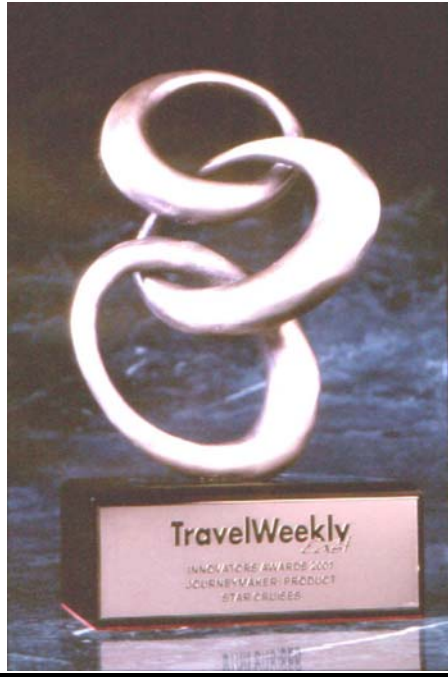
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*The Innovator: Product Award under the Innovators Award Journey Maker category*