



PRESS RELEASE
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STAR CRUISES WINS TRAVELWEEKLY EAST
GOLDEN WEB AWARDS 2002 FOR BEST WEBSITE

Star Cruises, "The First Global Cruise Line" and "The Leading Cruise Line in Asia-Pacific" is pleased to announce that its website www.starcruiises.com has been adjudged the winner under the "Travel Products" category recently.

The 2nd TravelWeekly East Golden Web Awards 2002 which was held in Singapore in conjunction with the PATA Travel Mart was organised with the aim of providing recognition to travel and travel-related websites which have demonstrated the ability to ride out the storm surrounding the dot.com landscape.

Star Cruises' website excelled in all the four main criteria of accessibility, content, ease of doing business and appropriateness of website to the business coming up tops from the scores of entries received for the same category it was entered in. The content-rich website was also noted for its good virtual-reality tours of the ships, simplicity and straightforwardness and being rewarding to its customers.

"Given the notion that cruising is relatively new in Asia-Pacific, we recognised the need to have a website that is able to create awareness in a market previously unexposed to cruising as a vacation option. Hence the Star Cruises' website was designed and launched in 1999 to provide surfers with information on its business, products and services. The website forms an integral part of Star Cruises' total marketing and communications strategy and is a relevant point-of-communication tool in reaching out to our regional customers as well as the various stakeholders of the company," said Star Cruises' Chief Operating Officer, Mr. Chong Chee Tut.

At present, the website is available in three languages namely English, Thai and Japanese. Holiday makers from Singapore, Hong Kong and Malaysia can make their reservations online. This reservations service will soon be introduced in other countries.

"The award is indeed a recognition and a timely encouragement in these difficult times faced by everyone in the travel and dot.com industry. The website will be further enhanced to facilitate the convergence of e-commerce with Star Cruises' brick-and-mortar business model presently marketed by a network of reputable preferred sales agents and wholesalers in the various geographic regions," added Mr. Chong.



TravelWeekly East Golden Web Awards for "Best Website" under the Travel Products category

ABOUT STAR CRUISES

Star Cruises is the fourth largest cruise line in the world presently operating a combined fleet of 19 ships with over 24,000 lower berths, with cruises to destinations and islands in Asia-Pacific, North and South America, Caribbean, Alaska, Europe, Mediterranean, Bermuda and Antarctica under the Star Cruises, Norwegian Cruise Line and Orient Lines brands. By end 2002, with the one ship currently on order, Star Cruises will have over 26,000 lower berths. Star Cruises is represented in more than 20 locations worldwide with offices in Australia, New Zealand, 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 and www.ncl.com

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