



PRESS RELEASE
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STAR CRUISES CELEBRATES 10 YEARS

Star Cruises, “*The First Global Cruise Line*” and “*The Leading Cruise Line in Asia-Pacific*”, will offer special one-off celebratory ‘party cruises’ aboard its Asia-based ships next month (October) to mark the company’s tenth anniversary of operation.

The special cruises have been devised in appreciation of the cruising public’s contribution to the company’s success and will involve itineraries of ***SuperStar Virgo*** (starting October 10) and ***SuperStar Leo*** and ***SuperStar Gemini*** (all starting October 19).

Since its inception in 1993, Star Cruises has grown from a solitary ship, ***Star Aquarius*** with about 1300 lower berths, to the world’s third largest cruise line incorporating Norwegian Cruise Line (NCL) and Orient Lines with a total of 20 ships and capacity of 26,000 lower berths.

Passengers travelling on the October anniversary cruises will receive a range of gifts such as “Star Treats” vouchers with discounts on food, beverages and recreation activities, upgraded menus, commemorative books, certificates, picture frames, surprise guest performers and invitations to attend tenth birthday parties featuring distinctive Star Cruises-designed birthday cakes.

Finally, all passengers who sail aboard participating ships between October and mid-November have the opportunity to participate in lucky draws to win more than US\$100,000 worth of cruise-holidays aboard Star Cruises and NCL ships.

Reflecting on the corporate milestone, Mr. Chong Chee Tut, Chief Operating Officer of Star Cruises said that the company had made a significant contribution to both international

cruising and the global tourism and travel market. He identified a number of highlights including:-

- In 1993, introducing leisure cruising in Asia;
- In 1994, developing the fly-cruise concept for short break-style vacations;
- In 1997, winning the first of 6 consecutive annual awards for Best Cruise Operator in Asia-Pacific by TTG Asia from 1997 to 2002;
- In 1998, maximising the Freestyle Cruising potential in Asia and, through NCL, to the US and Pacific in 2001;
- In 1998 established, with FORCE Technology – DMI (formerly Danish Maritime Institute), a joint venture to operate a world-class ship simulator in Port Klang, Malaysia;
- In 1999, opening up Vietnam and China to the international cruising community; and
- In 2000, acquiring Norwegian Cruise Line (NCL) to become the world's first truly global cruise line and its third-largest.

“During its ten years of operation, Star Cruises has clearly made an enormous contribution to building the popularity of cruising among new generations of cruise passengers and to expanding the international cruise market generally,” Mr Chong said.

“The company has done that by commissioning purpose-built, freestyle cruise ships with exciting new on-board facilities and cruise concepts and pioneering itineraries which feature exotic destinations and a range of holiday opportunities. “These initiatives have resulted in people being introduced to cruising where it didn't previously exist and in expanding the appeal of cruising in existing or mature markets.”

“But, above all, Star Cruises has demonstrated that its people and ships have the ability and capacity to adapt in an increasingly volatile environment. It is those elements which inspire our confidence in the future, whatever challenges may emerge.”

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ABOUT STAR CRUISES

Star Cruises, the **third largest cruise line in the world** is a global cruise brand presently operating a combined fleet of 20 ships with over 26,000 lower berths, with cruises to destinations and islands in Asia-Pacific, North and South America, Hawaii, Caribbean, Alaska, Europe, Mediterranean, Bermuda and the Antarctica under the Star Cruises, Norwegian Cruise Line, Orient Lines & Cruise Ferries brands.

The *Pride of America* - the first of the two Project America vessels - is presently under completion at the Lloyd Werft shipyard in Germany. The 81,000-grt and 2,100 lower berth vessel is expected to commence Hawaii inter-island cruising next year with a "Best of America" theme. The second Project America vessel, which is currently sailing as Norwegian Sky will be renamed Pride of Aloha and will reflect a strong Hawaiian theme which will be accomplished after a refurbishment in September 2004. Both ships will sail under NCL's new US-flag brand - NCL America (sm).

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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