



PRESS RELEASE
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INTERNATIONAL

SUPERSTAR LEO OFFERS SEASONAL CRUISE ITINERARIES IN AUSTRALIA
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Star Cruises, "The First Global Cruise Line" and "The Leading Cruise Line in Asia-Pacific" is pleased to announce an Australian Summer programme for its world-class megaship **SuperStar Leo** from January to March 2004. The three-month seasonal redeployment starts from her homeport of Hong Kong on 4th January and ends with her return on 26th March 2004 to Hong Kong where she will commence cruises at the start of the summer peak holiday period. She is scheduled to arrive in the port of Fremantle on 12th January 2004.

As part of its fleetwide 2004 itinerary planning exercise, Star Cruises has included seasonal deployment of its ships to provide more cruise options to its passengers. The repositioning of **SuperStar Leo** comes in the wake of a very successful inaugural stint in Australia earlier this year.

The three-month programme which coincides with the Australian summer season includes a special relocation cruise from Hong Kong to Fremantle with a call at **SuperStar Leo's** first homeport in Asia, Singapore, on 7th January 2004; and a return relocation cruise to Hong Kong from Darwin on 16th March with calls in Singapore and Hue, Vietnam on 21st and 24th March respectively.

In the Australian programme, **SuperStar Leo** will offer a combination of 3day/2night, 4day/3night, 5day/4night, 8day/7 night and 10day/9night cruise itineraries to 15 destinations along the waters of the Australian continent spanning from Fremantle on the west coast down to Adelaide, Melbourne and Hobart, Tasmania in the south and upwards to Sydney, Brisbane and Cairns including the South Pacific islands of Fiji, New Caledonia and the Isle of Pines in Noumea.

SuperStar Leo will be making maiden calls to Fremantle, the Tasmanian destinations of Hobart, Freycinet and Port Davey, Hardy Reef in Queensland and Isle of Pines in the South Pacific.

“The forthcoming seasonal repositioning of **SuperStar Leo** to Australia sees Star Cruises attempting to strike an optimal balance in catering to an already established market presence in Hong Kong and at the same time satisfying a growing demand for our cruises in a relatively new area of operations, Australia”, said Mr Chong Chee Tut, Star Cruises’ Chief Operating Officer.

“The seasonal deployment provides another opportunity to promote and market the ship in Australia. It is envisaged that this increased product awareness would stand in good stead for Australians to cruise to destinations in Vietnam and China on **SuperStar Leo** when she returns to Hong Kong”, added Mr Chong.

“With the longer lead time that we have compared to the deployment earlier this year, the 27 planned cruises would be better marketed via Star Cruises’ international sales network in Asia including Japan, North America, Europe and UK which has shown interest in the Australian itinerary. This certainly provides an added boost to the inbound Australian tourism and hospitality industry” said Mr Chong.

“The redeployment coincides with the summer season and provides an ideal holiday alternative for Australians to enjoy world class cruise experiences in their own home waters though many Australians have sailed on our ships like **SuperStar Virgo** from Singapore” he added.

ABOUT SUPERSTAR LEO

SuperStar Leo, at 76,800-grt is the first and largest megaship in Asia-Pacific with 1,000 cabins and a lower berth capacity of 2,000. **SuperStar Leo** offers world-class food and beverage, entertainment and recreation facilities including a swimming pool, bars and pubs, restaurants, karaoke, disco, library, cinema, hair and beauty salon, meeting rooms, international show lounge and sports deck to name a few. **SuperStar Leo** is also a triple winner of the 1999 ShipPax Awards for her outstanding cruise sun decks, saloons and cabins.



SuperStar Leo

ABOUT STAR CRUISES

Star Cruises, the third largest cruise line in the world is a global cruise brand 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, 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.starcrui-ses.com and www.ncl.com

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