



PRESS RELEASE

For immediate release

INTERNATIONAL

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**STAR CRUISES IS FIRST COMPANY TO OPERATE A FULLY FOREIGN OWNED
INTERNATIONAL TRAVEL AGENCY IN SHANGHAI, CHINA**

Star Cruises, *The Leading Cruise Line in Asia- Pacific* is pleased to announce that it has obtained a travel agent licence to operate an international travel agency in Shanghai. The approval was recently granted to Star Cruises by the National Tourism Administration and the Ministry of Commerce, making Star Cruises the first company to receive a licence to operate a 100% foreign owned international travel agency in Shanghai.

This landmark move on the part of the authorities augurs well for Star Cruises in its ongoing efforts to develop a rapidly growing tourism market. Star Cruises made early inroads in China with the setting up of offices in Guangzhou, Beijing and Shanghai to develop and expand the company's marketing activities on the Chinese mainland in promoting its cruises in the Asia – Pacific region.

"We are pleased and excited at this significant and encouraging development as it will widen the scope of our business operations and reaffirms our commitment to further develop the tourism and cruise market potential in China" said Mr. Chong Chee Tut, Chief Operating Officer of Star Cruises.

"At the same time we are also most appreciative of the National Tourism Administration and Ministry of Commerce in granting us this facility. It further demonstrates the recognition given to tourism as an important pillar of the country's economic development", he added

The new agency is expected to commence operations in September providing domestic and inbound tourism services as well as cruise ticketing services in China.

ABOUT STAR CRUISES

Star Cruises, the third largest cruise line in the world is a global cruise brand presently operating a combined fleet of 17 ships with over 22,000 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, NCL America, Orient Lines and Cruise Ferries brands.

Star Cruises is represented in more than 20 locations worldwide with offices in Australia, China, Germany, Hong Kong, India, Indonesia, Japan, Korea, Malaysia, New Zealand, Norway, Philippines, Singapore, Sweden, Switzerland, Taiwan, Thailand, United Arab Emirates, 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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