



PRESS RELEASE
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SENIOR APPOINTMENT REFLECTS GROWTH OF NCL's U.S. CRUISE MARKET
IN AUSTRALIA AND NEW ZEALAND

Star Cruises and NCL Corporation have announced that several key marketing executives with Star Cruises will take on expanded roles in the company's wholly-owned Miami-based subsidiary, NCL Corporation, reflecting the increasing growth of the US cruise market in Australia, New Zealand and to an extent Asia-Pacific.

Heading up the new appointments is Gary Sharman, who assumes the role of Vice President Marketing & Sales – Asia Pacific at NCL. Mr Sharman, who is one of Australia's most experienced travel industry executives, will continue to be based in the Star Cruises Group head office at Port Klang, Malaysia, where he has been Senior Vice President of Sales & Marketing (Western Markets) since 2000.

Braydon Holland, formerly Director of Marketing & Sales – Australia and New Zealand at Star Cruises and Gary Westwood, Sales Manager, New Zealand, will transfer to NCL where they will assume the same roles there. Both will continue to report to Mr Sharman and sell Star Cruises Asian itineraries from Australia and New Zealand.

Michael Dupont, London-based Director of Marketing & Sales in Europe for Star Cruises, will also transfer to NCL in that position but will continue selling Star Cruises Asian itineraries in Europe and report to Mr Sharman.

Mr Sharman said that the reputation of the award-winning Star Cruises operations is now established and popular in the Australian and New Zealand markets. "The profile of Star Cruises received a huge boost when **SuperStar Leo** and **SuperStar Virgo** cruised Australian and South Pacific waters in 2003 and early 2004," Mr Sharman said.

"In fact, advance sales from Australasia for **SuperStar Virgo's** 2005 programme are currently running at unprecedented levels following the release of early bird specials in October creating for the first time a *wave-period* of sorts for Australasia.

"But the Australian and New Zealand cruise market has matured quickly and cruise enthusiasts there are looking for new itineraries and ships to explore."

Mr Sharman said that NCL offered a greater number of ships and cruise programmes including the favoured longer cruises around Hawaii, Alaska and along the Mexican Riviera. In addition, NCL ships cruise year-round from US ports as part of the hugely successful Homeland Cruising Programme established after September 11.

Mr Sharman said that as a result, the NCL fleet was being continually expanded to accommodate the increased demand.

Earlier this year, Star Cruises transferred **SuperStar Leo** to NCL and now cruises in US waters as Norwegian Spirit and has been tremendously well-received by the trade and passengers. Three new ships currently under construction are due to join the NCL fleet during 2005/06.

About NCL

NCL Corporation is an innovative cruise company headquartered in Miami, Florida. With a fleet of 14 ships in service and under construction, the corporation oversees the operations of NCL, NCL America and Orient Lines. On 4th July 2004, NCL made U.S. Maritime history when it introduced the reflagged Pride of Aloha, the first modern U.S.-flagged cruise ship in nearly 50 years. The 2,002 passenger ship is 100% U.S.-crewed with most seafarers hailing from Hawai'i. The company is currently building three ships – Pride of America (delivery on 6th June 2005), Norwegian Jewel (delivery in August 2005) and Pride of Hawai'i (delivery in April 2006).

About Star Cruises Group (including NCL)

Star Cruises, the third largest cruise line in the world is a global cruise brand with a combined fleet of 20 ships in service and under construction with over 29,000 lower berths, cruising 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 editorial, please contact:

JANE POH

Vice President – Corporate Communications
Tel: 603-3109 2526
Fax: 603-3109 2686
Email: sjpoh@starcruises.com.my

SURESH ABRAHAM

Assistant Manager – Public Relations
Tel: 603-3109 2103
Fax: 603-3101 1479
Email: asuresh@starcruises.com.my