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**PRESS RELEASE**  
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**STAR CRUISES WINS "MOST UNIQUE PRODUCT AWARD" AT INDIA**  
**INTERNATIONAL TRAVEL MART (IITM) 2004**

Star Cruises, "The Leading Cruise Line in Asia-Pacific" is pleased to announce that it has won the accolade for "Most Unique Product Award" in Pune, India. This award is an addition to the many other awards which Star Cruises obtained in India namely Bangalore, Chennai, Hyderabad, Pune, Nagpur, Indore and Mumbai.

Accepting the award on behalf of Star Cruises was Mr. Vijay Puthran, Senior Sales Manager – Southern and Western India.

"Winning this award reinforces the fact that Star Cruises, which is a household name in India, continues to strive to remain a competitive player in the cruise market with its innovative and exciting products", said Ms. Jean Teo.

"It also bears testimony to the product which we offer in terms of its uniqueness, growing appeal and popularity in the Indian market", she added.

Star Cruises currently has three sales office in India. The first office opened in Mumbai in December 1998, followed by New Delhi in November 1999 and only recently in Ahmedabad. This will be the third Star Cruises sales office on the Indian sub-continent over a period of 5 years. The company also has Star Cruises representatives based in Chennai and Kolkata on the southern and eastern side of the country respectively.

IITM which was held from the 10<sup>th</sup> to 12<sup>th</sup> December 2004 was targeted at the entire travel trade, corporate and FIT business segment in Pune, India. This exhibition saw approximately about 2,000 visitors on a daily basis. Amongst the other exhibitors were Malaysia Tourism Promotion Board, Singapore Tourism Board, Dubai Tourism, Indonesian Tourism and State tourism boards.

The IITM which was first established in 1998 is India's premier travel and tourism exhibition and is aimed at stimulating travel and leisure related activities both within the country and outside. It is also aimed at bringing about a face to face encounter with the travel trade, corporate consumers, the middle and upper middle class including the elite segment with the requisite purchasing power.

### **ABOUT STAR CRUISES**

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.

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