

# 100 Million Viewers In China To Enjoy "The Same Song" Mega Concert On Star Pisces Jointly Organised By Star Cruises And CCTV.



*Star Pisces crew at the helipad*



*Meet the fans session*

**16 March 2006** - Star Cruises, the Leading Cruise Line in Asia-Pacific, and China's largest television station, China Central Television ("CCTV") organised a spectacular two-hour concert entitled the "The Same Song Concert" which featured some of the most popular singers in the region on Star Pisces on 10 March 2006.

The concert drew a packed audience at the Galaxy of the Stars show lounge comprising hundreds of fans from around the region who sailed to see their favourite singers render a non-stop collection of their famous hits.

The star studded line-up comprised Hong Kong's Cecilia Cheung Pak Chi, award winning singer, actress and one of the selected superstars to be featured on the commemorative stamps celebrating 100 years of film production in China, the up and rising singer Cyndi Wang Hsin Ling from Taiwan, dubbed the 'Queen of Sales' for her high album sales, famous Malaysian singer, actor, composer and lyricist popularly known as Ah Niu (Tan Kheng Seong) and China Television Golden Eagle Award winner, television and film personality Lu Yi from China. The concert culminated in a rapturous finale with fans joining the artistes in singing "The Same Song" theme.



*The Stars, second from left, Tan Kheng Seong, Cyndi Wang Hsin Ling, Cecilia Cheung Pak Chi, Liang Yong Bin and Lu Yi*

“The joint effort with CCTV is yet another highlight in our long association stemming from our pioneering efforts to promote cruising in China and we are extremely happy with the resounding success of the event”, said Ms. Jean Teo, Star Cruises Senior Vice President, Sales and Marketing.

“The Same Song Concert” follows the immensely popular “The Same Song” programme aired on CCTV and is one of the top three most popular entertainment programmes in mainland China with a staggering audience of over 100 million viewers.

The event kicked off with a special welcome reception by the Captain, officers, crew and fans who gathered on the open deck to herald the arrival of the four popular artistes accompanied by programme host Liang Yong Bin. This was followed by a “meet-the-fans-session” with autograph signing and photograph taking opportunities.

This was the first time that CCTV’s “The Same Song” programme featured a production show of this magnitude onboard a cruise ship. Besides recording the concert, CCTV also filmed the departure of Star Pisces from Victoria Harbour as well as her facilities onboard which will be broadcasted to a captive audience of over 100 million viewers.

### **More on Star Pisces**

The 40,000-tonne Star Pisces is the largest cruise ship homeported in Hong Kong with a range of deluxe accommodation and an exciting array of onboard dining, entertainment and recreation options and facilities including spa, health club, salon, auditorium, karaoke pub, video arcade and child care centre.

### **About Star Cruises**

Star Cruises, the third largest cruise line in the world is a global cruise brand with a combined fleet of 22 ships in service and due to be delivered, with about 35,000 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, Philippines, Singapore, Sweden, Taiwan, Thailand, United Arab Emirates, United Kingdom and the United

States of America.