

# Star Cruises Wins “Best Product Promotion International” & “Best Unique Product International” Awards At India International Travel Mart (“IITM”) 2006 Shows.



*Ms. Nithya Manoj, Assistant Sales Manager, Star Cruises accepts the award from IITM Director, Mr. Sanjay Hakku in Chennai*



*Mr. Vijay Puthran, Senior Sales Manager, Star Cruises (far left) receiving the award from IITM Director, Mr. Anurag Gupta in Bangalore*

**28 July 2006** - Star Cruises, the Leading Cruise Line in Asia-Pacific, is pleased to announce winning the “Best Unique Product International” and “Best Product Promotion International” awards at the recent India International Travel Mart (“IITM”) shows held in Bangalore from 15-17 July and Chennai from 21-23 July respectively.

Asia’s leading cruise line continued with its award-winning streak having won awards for “Best Product Promotion International” and “Unique Product International” at last year’s shows in Bangalore and Chennai respectively. This is the third time that Star Cruises has won the “Best Product Promotion International” award at the Bangalore show. In addition, Star Cruises also won the “Most Unique Product Award” in 2004 as well as “Best Innovative Product” at the Outbound Travel Mart in 2002.

Clinching the awards follows the successful inaugural season of the home-porting of SuperStar Libra in Mumbai from September 2005 to May 2006. SuperStar Libra is currently based in the Eastern Mediterranean and will return to India for a new season in October 2006.

It is also a reflection of Star Cruises’ keen understanding of the needs and preferences of the cruise market in India that has enjoyed significant growth since the first inroads were made in 1999.

Star Cruises has proved to be a popular cruising option for holiday-makers from India on ships like SuperStar Virgo, offering cruise itineraries to exciting destinations in Southeast Asia and more recently on SuperStar Libra which offered regular itineraries to places like Goa, Lakshadweep and Kochi along India's west coast.

"The winning of the awards is indeed recognition of the continuous sales and marketing efforts to offer a product that appeals to the changing needs of a growing market," said Ms. Jean Teo, Star Cruises' Senior Vice President, Sales & Marketing.

"We are also very appreciative of the strong support of our travel trade partners in promoting our product both domestically and internationally," she added.

### **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 including 2 to be delivered, with over 35,000 lower berths, cruising to destinations and islands in Asia-Pacific, North and South America, Hawai'i, 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 world-wide with offices in Australia, China, Germany, Hong Kong, India, Indonesia, Japan, Korea, Malaysia, New Zealand, Norway, Philippines, Singapore, Sweden, Taiwan, Thailand, United Arab Emirates, United Kingdom and the United States of America.