

Star Cruises Wins Three Awards In ‘China Outbound Travel Awards 2006’ Poll.

15 November 2006 - Star Cruises, the Leading Cruise Line in Asia-Pacific, has won three awards in the ‘China Outbound Travel Awards 2006’ poll launched by China Outbound Travel Online. China Outbound Travel Online is a website supported and actively promoted throughout the year by the Outbound Travel Department under China Tourism News, the largest national newspaper on tourism.

A total of 18 awards were announced with Star Cruises winning awards in the following categories :

- Top 10 Family Travel Destinations
- Top 10 Incentive Travel Destinations
- Top 10 Honeymoon Destinations

Star Cruises is the only cruise line being listed in the Top 10 Incentive Travel Destinations and the Top 10 Honeymoon Travel Destinations categories among other popular destinations that include Singapore, Hong Kong, Thailand, Australia, Korea, Switzerland and Japan.

Holiday makers from China ranging from singles, families to honeymooners cruise regularly on ships like SuperStar Virgo, SuperStar Gemini, SuperStar Libra and Star Pisces, which offer a unique combination of discovering the magic at sea amidst a fantastic array of onboard dining, entertainment and recreation options and a choice of exciting shore excursions at their homeports and ports of call.

The SuperStar Virgo, SuperStar Libra and Star Pisces are popular ships for incentive groups from China and around the region, the most recent being the biggest ever Chinese group of more than 1,100 persons cruising from Singapore.

The awards were a culmination of a specially conducted poll held between May and September 2006 for members of the outbound travel trade. A total of 16,278 votes were received in the poll.

“We are indeed honoured and pleased to have won these awards which reflect the popularity of Star Cruises as an exciting holiday and incentive option”, said Mr. William Ng, Executive Director, Star Cruises. “We are also appreciative of the initiatives and support by our travel partners in promoting our cruises in China”, he added.

An official award presentation ceremony will be held in Shanghai on 16 November 2006.

Star Cruises is a pioneer in the development of cruising in Asia-Pacific with its many innovative concepts, warm Asian hospitality and continues to be at the forefront in providing the best cruise experiences possible for its guests.

About Star Cruises

Star Cruises, the third largest cruise operator in the world and the leading cruise line in Asia-Pacific, is a global cruise brand with a combined fleet of 20 ships with about 30,000 lower berths in service with an additional 4 ships and some 13,000 lower berths due to be delivered, 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 and representatives 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.