

# Star Cruises Wins The Best Brands In Leisure & Hospitality In The Brand Laureate – The Grammy Awards For Branding.



*From left: Resorts World Bhd National Marketing Manager, Ms. Yeo Lee Ping, PR and Communications Senior Vice President, Dato' Anthony Yeo, Resorts Operations Executive Vice President, Mr. Alan Teo, President / Chief Operating Officer, Mr. Lee Choong Yan, Star Cruises Sales and Marketing Senior Vice President, Ms. Jean Teo, Sales and Marketing Vice President, Mr. Michael Goh and Corporate Communications Assistant Director, Ms. Callie Lim.*



**15 January 2007** - Star Cruises, the Leading Cruise Line in Asia-Pacific, is pleased to announce winning “The Best Brands In Leisure & Hospitality” in the Brand Laureate Awards 2006 – 2007 inaugural award night, the “Grammy Awards” for branding, recently held in Shangri – La Hotel, Kuala Lumpur on 8 January 2007.

The objective of the award is to raise branding standards in Malaysia and Asia-Pacific with a total of 300 nominees received for 60 companies / brands from Singapore, Hong Kong, China, Malaysia, Indonesia and Thailand. Together with Resorts World, Star Cruises is proud and honoured to win The Best Brands in Leisure and Hospitality 2006 – 2007 awarded by the Asia Pacific Brand Foundation (APBF). The guest of honour, Yang Berhormat Dato' Seri Mohamad Nazri bin Abdul Aziz, Minister in the Prime Minister's department presented the awards to the winners.

The winning criteria is derived from the highest scores for brand strategy, brand identity, brand culture and brand equity and awardees must surpass all the above requirements with stringent audit processes in order to emerge as a winner for this prestigious award.

Star Cruises' Senior Vice President,



*Senior Vice President, Sales and Marketing – Ms. Jean Teo receiving the The Best Brands In Leisure & Hospitality 2006 – 2007 prestigious award from Yang Berhormat Dato' Seri Mohamad Nazri bin Abdul Aziz, Minister in the PM's Department.*

Sales & Marketing, Ms. Jean Teo, represented and accepted the award on behalf of Star Cruises and said, “It is a pleasure and honour for Star Cruises to win this prestigious award which reflects the high and consistent standards of Star Cruises as Asia’s leading cruise line. We envision to continually grow internationally by upholding the passion and philosophy of providing the best cruise experiences as pioneer in this region”.

Star Cruises has proved to be a popular cruising option for holiday makers from Asia as well as globally on ships like SuperStar Virgo, SuperStar Gemini, SuperStar Libra, Star Pisces and the upcoming new “STAR”, SuperStar Aquarius that is to be home-ported in Hong Kong from June 2007 onwards. Star Cruises recently celebrated its 13th Anniversary and continues to provide the ultimate cruise vacation as well as meeting and incentives cruise packages and exciting international world-class performances onboard its magnificent fleet. Its itineraries cover the most exciting and exotic destinations in Asia-Pacific in countries like Singapore, India, Malaysia, Thailand, Vietnam, Hong Kong and China. Its global presence is ever-present and continually growing with the Norwegian Cruise Line brands under Star Cruises.

### **About Star Cruises**

Star Cruises, the third largest cruise operator in the world is a global cruise brand with a combined fleet of 21 ships with about 32,300 lower berths in service with an additional 3 ships and some 10,800 lower berths due to be delivered by 2010, 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 25 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.