

Star Cruises Wins PRC Consumer's Most Favourable Hong Kong Brands.



*PRC CONSUMER'S MOST
FAVOURABLE HONG KONG
BRANDS*

13 April 2007 - Star Cruises, the Leading Cruise Line in Asia-Pacific, has won the “PRC CONSUMER’S MOST FAVOURABLE HONG KONG BRANDS” award under the integrated entertainment category. This prestigious award presentation ceremony was jointly organised by Just Events Limited and China Enterprise Reputation and Credibility Association (Overseas) Limited. The Awards acknowledged the most favourable brands voted by Hong Kong consumers via newspapers, internet networking, sms, magazines and other media channels between December 2006 and January 2007.

A total of 114 brands from 19 different industries were acknowledged and given prestigious recognition based on their significant market share, high brand awareness and good corporate reputation. A total of 1 million consumer votes were ascertained. Star Cruises, prides itself as the Leading Cruise Line in Asia-Pacific as it stands out as the most favourable brand in the integrated entertainment category voted by Hong Kong consumers.

“We are very delighted to receive this prestigious award because it is another outstanding recognition for Star Cruises in Hong Kong and China. We are continuously looking at every possible way to bring the best cruising experiences to our customers with our in depth and vast experience and knowledge as pioneers in this region”, said Ms. Jean Teo, Senior Vice President of Sales and Marketing.

Star Cruises will be bringing another new ship to cater to the needs and demands for Hong Kong and China markets this coming June. The new ‘STAR’, SuperStar Aquarius is the largest ship that will be home-ported in Hong Kong . The gross tonnage for SuperStar Aquarius is 50,760 having a capacity of 1,529 passengers and it is filled with exciting onboard entertainment and facilities to entertain passengers aboard with only the best Asian hospitality.

SuperStar Aquarius will offer 2-night weekend cruises to historical Xiamen from July to

October as well as 1-night cruises from June to October 2007 respectively.

Star Cruises is a pioneer in the development of cruising in Asia-Pacific with its many innovative concepts such as freestyle cruising, no-tipping policy coupled with warm Asian hospitality. Star Cruises continues to be at the forefront in providing the best cruise experiences in this region for all its guests as Asia 's Favourite Cruise Line.

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.