



PRESS RELEASE
For Immediate Release

INTERNATIONAL
31 October 2007

STAR CRUISES WINS FOR THE TENTH TIME
TTG ASIA'S "BEST CRUISE OPERATOR IN ASIA-PACIFIC" AWARD 2007

STAR CRUISES ENTERS THE HALL OF FAME FROM 2008

Star Cruises is pleased to announce winning the "Best Cruise Operator in Asia-Pacific" award for the tenth time at the 18th TTG Travel Awards held in Bangkok, Thailand on 25 October 2007. The TTG Travel Awards is an annual highlight in the travel trade calendar which honours the best in Asia's hospitality, tourism, services and travel industry.

Star Cruises has been at the forefront in the development of cruising in Asia since 1993 offering exciting world class cruise holiday experiences that have grown in popularity throughout Asia. The innovative concept of Freestyle cruising coupled with warm Asian hospitality and high safety standards has attracted an international profile of guests who have come to enjoy Star Cruises' unique brand of onboard dining, world class entertainment and recreation options.

The cruise line has been constantly innovating and improving its products and services in adapting to the changing needs and preferences of the different markets while developing and introducing new itineraries and destinations to provide greater cruising options for holiday makers.

The company recently saw the introduction of *SuperStar Aquarius* in Hong Kong bringing the total number of ships in Asia offering regular cruises to five. These include *SuperStar Virgo* and *SuperStar Gemini* in Singapore, *SuperStar Libra* in Taiwan and *Star Pisces* and *SuperStar Aquarius* in Hong Kong.

The Star Cruises group also recently saw the addition of the newest vessel to the Norwegian Cruise Line fleet, the *Norwegian Gem*. Other brands under the group include NCL America and Orient Lines.

“As pioneers of cruising in the region, and as a company of Asian heritage, we are proud to be able to host our many international guests and take them on a discovery of the many various exotic destinations and to experience the warm, authentic Asian hospitality of our truly diverse and vibrant crew.” said Ms Jean Teo, Senior Vice President, Sales & Marketing.

Mr. Chong, Star Cruises’ Chief Operating Officer, who received the award on behalf of Star Cruises said, “Having won the award for the tenth time is indeed very special and an honour for Star Cruises as it is a reflection of our concerted efforts and commitment in providing the best possible cruise experiences for our guests. We’re also deeply appreciative of the support extended by TTG, the travel trade, media and various other parties associated in one way or another in the course of our daily business and operations.”

Being a 10th time winner, Star Cruises is eligible to be inducted into TTG Travel Awards Hall of Fame from next year onwards and will no longer be competing at the Awards. Amongst the other Travel Hall of Fame Honouraries are Singapore Airlines and Singapore Changi Airport. The Travel Hall of Fame is housed in the museum of the renowned Raffles Hotel, Singapore. The Raffles Hotel Museum is home to a permanent showcase of accolades, artifacts and memorabilia that tribute the achievements of Travel Hall of Fame Honouraries.

This honour is also a glowing tribute to the late Founder, Tan Sri Dato’ Seri (Dr.) Lim Goh Tong for his foresight, vision and pioneering efforts in bringing about the realization and the development of Asia-Pacific as an international cruise destination.

ABOUT STAR CRUISES

Star Cruises, the third largest cruise operator in the world is a global cruise brand with a combined fleet of 22 ships with about 34,440 lower berths in service with an additional 2 ships and some 8,400 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 and representatives in Australia, Cambodia, 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.

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