



PRESS RELEASE

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STAR CRUISES WINS 'BEST CRUISE OPERATOR' AWARD AT THE INAUGURAL TTG CHINA TRAVEL AWARDS 2008

Star Cruises, the Leading Cruise Line in Asia-Pacific, is pleased to announce the winning of the 'Best Cruise Operator' Award at the inaugural TTG China Travel Awards 2008 held in Shanghai, China on 10 April. The first ever TTG China Travel Awards seek to honour the most outstanding performers in China's travel industry and a total of 39 awards under six categories were handed out during the special awards ceremony. The "Best Cruise Operator" award was bestowed upon **Star Cruises** for its strong commitment towards service excellence.

Star Cruises, a pioneer in the development of cruising in Asia since 1993 is proud to have won this award, having also won the 'Best Cruise Operator in Asia-Pacific' award for the tenth time at the TTG Travel Awards last year.

Mr David Chua, President of **Star Cruises** said, "We are indeed pleased and honoured to have won this award. As a pioneer in the Asian market, we opened offices in cities like Guangzhou, Beijing and Shanghai to promote cruising to the Chinese customers. With the effort over the years, we are glad to see the gradual maturity of the Chinese cruise market and that the customers are starting to choose cruise ships as their holiday destinations. At this point with the moving in of the other players to this market, the winning of the award is a testimony and reflection of our concerted efforts in seeking to continuously provide the best possible cruise experiences to holiday-makers across our fleet with its hallmarks of world-class standards, warm Asian hospitality, uncompromising service and excellent safety standards."

It is also timely as further inroads are made to expand and develop the China market with the introduction of new products and itineraries as well as bigger vessels as seen by the recent arrival of Asia's popular megaship **SuperStar Virgo** in Hong Kong for her



first cruise season. **SuperStar Virgo** offers regular 2-night cruises to Xiamen and 3-night cruises to Sanya and Halong Bay in Vietnam. In addition four special cruises to Keelung, Taiwan are also scheduled in the months of April, June, July and September.

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About Star Cruises

Star Cruises, the leading cruise line in Asia-Pacific and the third largest cruise operator in the world, is a global cruise brand with a combined fleet of 20 ships with over 32,000 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 and Bermuda under the Star Cruises and Norwegian Cruise Line.

Star Cruises is represented in more than 20 locations worldwide. Headquartered in Hong Kong, offices and representatives have been set up in China, Taiwan, Thailand, Indonesia, Japan, Korea, Malaysia, Singapore, Philippines, India, United Arab Emirates, New Zealand, Australia, Sweden, the UK and the USA.

Photo Caption

Iris Ma, Senior Sales Manager of Star Cruises received the "Best Cruise Operator" award presented by TTG China Travel Awards.

Previous press releases and announcements issued by Star Cruises may be viewed at Star Cruises website www.starcruiises.com.