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PRESS RELEASE

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**STAR CRUISES ONCE AGAIN WINS**  
**THE BEST BRANDS IN LEISURE & HOSPITALITY**  
**IN THE BRAND LAUREATE AWARDS**

**Star Cruises**, the Leading Cruise Line in Asia-Pacific, is pleased to announce the winning of the “**The Best Brands In Leisure & Hospitality**” in **The Brand Laureate Awards 2007 – 2008**, the only branding award in Malaysia, held in Kuala Lumpur on 30 June 2008.

The Brand Laureate Awards seek to honor the eminent brands which have outstanding brand equity and have made significant contributions to the Malaysian economy. A total of 80 awards under different categories were handed out by the Asia Pacific Brand Foundation (APBF). **The Best Brands in Leisure and Hospitality 2007- 2008** was bestowed upon **Star Cruises** for its strong brand attributes and essence. Resorts World, **Star Cruises**' sister company, also won **The Best Brands in Leisure and Hospitality 2007- 2008** and **The Brand Laureate Societe Awards for Humanitarian and Philanthropy 2007-2008**. The Chairman of Star Cruises and the Genting Group, **Tan Sri Lim Kok Thay**, was honored with **The Brand Laureate Brand Personality Award 2008** for his insight in driving the development of both brands.

Mr. Chong Chee Tut, **Star Cruises**' Executive Director and Chief Operating Officer, who received the award on behalf of **Star Cruises** said, “Having won the award for the second year is indeed an honor for **Star Cruises** as it is a powerful validation of our achievements in brand-building as well as acknowledgement from the consumers. Being the only international cruise brand originating in Asia 15 years ago, **Star Cruises** has also achieved global recognition through its subsidiary, Norwegian Cruise Line, which is one of the most recognized brand names in the North American cruise industry. We will continue to enhance our brand by providing excellent service and state-of-the-art facilities to bring in more vacationers that will further boost the cruise industry as well as the economies of the region.”

To bring greater variety and broaden the appeal and experience of cruising to customers in the region, **Star Cruises** has commenced a series of strategic fleet



deployment that will see its vessels call at different ports and destinations. Since last June, the successful deployments of **SuperStar Virgo** (ex-Hong Kong), **SuperStar Aquarius** (ex-Singapore) and **SuperStar Libra** (ex-Taiwan) were well received by holiday-makers from Asia as well as from overseas. **SuperStar Libra** will also see her first deployment to Singapore and Malaysia to start her winter cruise season in November 2008.



**Photo Caption:**

Mr. Chong Chee Tut, Executive Director and Chief Operating Officer of Star Cruises receiving the award and certificate from Tun Dr. Mahathir Mohamad.

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**ABOUT STAR CRUISES**

Star Cruises, the leading cruise liner 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 more than 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 Star Cruises and Norwegian Cruise Line.



Headquartered in Hong Kong, Star Cruises is represented in more than 20 locations worldwide with offices and representatives in Australia, China, India, Indonesia, Japan, Korea, Malaysia, New Zealand, Philippines, Singapore, Sweden, Taiwan, Thailand, United Arab Emirates, United Kingdom and the United States of America.

*Previous press releases and announcements issued by Star Cruises may be viewed at Star Cruises website [www.starcruises.com](http://www.starcruises.com).*