



PRESS RELEASE

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**STAR CRUISES WINS “BEST CRUISE OPERATOR”
IN THE TRAVELWEEKLY (ASIA) INDUSTRY AWARDS 2008**

Star Cruises, the Leading Cruise Line in Asia-Pacific, is pleased to announce the winning of the “**Best Cruise Operator**” at the **TravelWeekly (Asia) Industry Awards 2008** which aims to recognize the best in different fields and acknowledge their contributions to the tourism industry in Asia. **Star Cruises** is much honored to be the winner of “**Best Cruise Operator**” under Tourism Products for the **second year**. The award presentation ceremony was held at Marriott Hotel in Singapore on 17 July 2008.

A total of over 2.2 million votes were received from the readers and industry professionals for the award. 60 winners were identified under the six categories which are Tourism Products/Services, Tourism Related Entities, Personality, Best Online Presence, Best Brand Campaign and Best Employer.

Mr. Michael Goh, Senior Vice President – Sales and Marketing of **Star Cruises**, who received the award on behalf of **Star Cruises** said, “We are very delighted to win this prestigious award again which is a spur for Star Cruises to continually commit to Asia cruise industry. In the recent years, more and more international cruise liners eye on the Asian cruise market. Star Cruises, rooted in Asia since its inception, operates the largest Asian fleet which comprises of 8 ships plying their appealing itineraries in the region, excelling in our tailor-made onboard entertainment and great diversity of international cuisine especially traditional local Asian food. With our commitment, devotion and preparedness, we are ready to take up any challenges and the many more opportunities to come.”

“Being the pioneer in Asia cruise industry, **Star Cruises** has helped the development of Singapore, Hong Kong, Malaysia, Thailand, China, Vietnam and Taiwan into popular cruise destinations in the region. Following the direct charter flight between Taiwan and China, the cross-strait direct cruise is on the edge of entering a new chapter. Star Cruises is well prepared to tap on the business opportunity and to



The Leading Cruise Line in Asia-Pacific™

deliver the unprecedented experience to the cruisers from Taiwan and Mainland as well as travelers in the region.”



Photo Caption:

Mr. Michael Goh (left), Senior Vice President of Sales and Marketing of Star Cruises receiving the “**Best Cruise Operator**” award

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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.starcruiises.com.