



**PRESS RELEASE
FOR IMMEDIATE RELEASE**

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**STAR CRUISES WINS
“BEST CRUISE TOURISM PRODUCT” &
“BEST OVERALL PERFORMANCE PRESENTATION HOSPITALITY”
IN THE INDIA INTERNATIONAL TRAVEL MART (IITM) 2008**

Star Cruises, the Leading Cruise Line in Asia-Pacific, is pleased to announce the winning of the **“Best Cruise Tourism Product” & “Best Overall Performance Presentation Hospitality”** at the **INDIA INTERNATIONAL TRAVEL MART (IITM) 2008** which was held recently in Bangalore and Chennai, India.

The India International Travel Mart is a popular yearly exhibition for both consumers and travel trade. It serves as an exchange platform for travel industry, which also honors the active and best performers in the region. Since 2004, a total of 8 awards including **“Best Product Promotion International”, “Best Unique Product International”, “Unique Product” & “Best Domestic Promotion Product”** were bestowed on Star Cruises by the India International Travel Mart for its unique attributes of product and contributions to the India cruise industry, and Star Cruises is very pleased to win another two new awards - **“Best Cruise Tourism Product” & “Best Overall Performance Presentation Hospitality”** this year.

Mr. Jackson Loy, Vice President – Sales of Star Cruises said, “It is indeed an honor for **Star Cruises** to win these two awards which best manifest our leading role in India cruise industry. As a pioneer in the region, **Star Cruises** started to develop India cruise market since 1998. With our effort over the years and the booming domestic economy, India has become one of the most important cruise markets in Asia, along with China, Hong Kong and Singapore. Recently, we are glad to see India government has approved a new cruise tourism policy to waive the taxes for the cruise operator from the third quarter of 2008 onwards. This is very encouraging to all cruise industry players, and as the first international cruise liner in India, we welcome the favorable policy and will consider seriously the future expansion plan in the area.”



The Leading Cruise Line in Asia-PacificSM

Star Cruises has commenced a series of strategic fleet deployment since last June that sees its vessels calling at different ports and destinations. The move of *SuperStar Virgo*'s homeport to Hong Kong is the most significant strategy in the fleet deployment, and it attracted lots of tourists from Greater China as well as from India amongst the other overseas holiday makers. In June this year, over 2,000 Indian visitors which included a group of 1,000 yogis and an incentive group of over 1,000 top achievers flew in to join *SuperStar Virgo* to cruise from Hong Kong. This clearly demonstrates the strength of **Star Cruises** as a popular holiday option in India.



Photo Caption 1 :

Mr. Vijay Puthran (middle), Senior Sales Manager of **Star Cruises** receiving the “**Best Cruise Tourism Product**” award from **Mr. Rohit Hangal** (right) and **Mr. Sanjay Hakku** (left), Directors of IITM.



Photo Caption 2 :

Mr. Vijay Puthran (left), Senior Sales Manager of **Star Cruises** receiving the “**Best Overall Performance Presentation Hospitality**” award from **Mr. Rohit Hangal** (middle) and **Mr. Sanjay Hakku** (left), Directors of IITM.

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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.starcrui.com.