



PRESS RELEASE
For immediate release

INTERNATIONAL
14 October 2008

STAR CRUISES HONORED ENTRY TO TTG TRAVEL AWARDS HALL OF FAME

Star Cruises, the Leading Cruise Line in Asia-Pacific, is pleased to announce the honorary entry to the “**Travel Hall of Fame**” at the **19th TTG Travel Awards 2008**, the well-known annual industry event, held in Bangkok on 9 October 2008.

The Travel Hall of Fame was inaugurated in 2002, with the objective of establishing a permanent home in honor of the region’s most exceptional organizations. Inductees into this elite group are conferred the honorary title of “**Travel Hall of Fame**” for the impressive record of winning the prestigious Travel Awards for ten times.

Being the winner of the “Best Cruise Operator in Asia-Pacific” award for ten years at the TTG Travel Awards, **Star Cruises**, the third largest cruise operator in the world, is honourably inducted into the TTG Travel Awards Hall of Fame this year.

Mr. Michael Goh, Senior Vice President of Sales of **Star Cruises**, said, “We are greatly honoured with the significant title for our accomplishments in the past decade. It is also a good testimony that our effort made in the exploration and development of the Asian cruise industry has been recognized by travel industry. 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.”

As the pioneer of Asian cruise industry, Star Cruises is committed to introduce greater variety of cruising experience to Asian guests. To cater to the different demands arising in the region, **Star Cruises** has commenced a series of strategic fleet deployment in Asia since June last year. The third phase of ship deployment will start in the coming winter which will see **SuperStar Virgo** return to Singapore on 19 October, **SuperStar Aquarius** home-port in Hong Kong from 24 October and **SuperStar Libra**’s first deployment to Singapore and Port Klang on 8 November.



The Leading Cruise Line in Asia-PacificSM

Photo Caption:



Mr. Michael Goh, Senior Vice President of Sales of Star Cruises(right), receiving the “Travel Hall of Fame” at the 19th TTG Travel Awards 2008.

~ END ~

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.