



PRESS RELEASE
For immediate release

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STAR CRUISES HOSTS INCENTIVE GROUP OF 4,000 PAX
ON SUPERSTAR VIRGO
THE LARGEST MICE GROUP IN COMPANY HISTORY

A group of about 4,000 top achievers from Pro-Health (CHINA) CO., LTD flew in to Hong Kong in 2 groups to cruise on **SuperStar Virgo** on 9 & 16 October. This is the largest incentive group **Star Cruises** has ever received in its history and once again set a new record for Hong Kong cruise industry as well.

This incentive program is a part of the ten years' incentive scheme of Pro-Health (CHINA) with the objective of encouraging the sales performance and strengthening company's cohesion. A series of meeting and incentive programs were arranged onboard for Pro-Health (CHINA), including the award presentation and experience sharing seminar in The Lido, the grand theatre, Captain's Gala Dinner, birthday celebration party and Pro-Health fashion show, etc. Apart from the spectrum of onboard programs, the group would also visit Halong Bay, Vietnam and Sanya, China to explore the unique cruising experience with **SuperStar Virgo**.

Mr. Michael Goh, Senior Vice President of Sales of **Star Cruises**, said, "We are very proud to host such a large group onboard our ship. In 2000, Pro-Health (CHINA) had organized an incentive group onboard **SuperStar Virgo** for a Malacca Strait cruise from Singapore, so this is the second time they choose our cruise ship as their incentive destination, which once again has proven that our unique MICE packages can cater to different needs of MICE organizers and are well received in the market. In recent years, Star Cruises has continually tapped the potential of cruise MICE market. **SuperStar Virgo** has hosted several large groups of over 1,000 passengers and about 30 middle-size groups in the last six months during her stay in Hong Kong. These best manifest the success of **SuperStar Virgo's** deployment to Hong Kong."

The fleet of **Star Cruises** is equipped with the state-of-the-art meeting facilities and equipments as well as a variety of function venues. Customized activities can be tailor



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made for different groups and parties. In addition, Star Cruises is actively exploring theme cruises such as Golf Cruise and Gourmet Cruise etc. to bring more fresh experiences to cruising.

With the innovative concept of Freestyle Cruising, warm Asian hospitality and high safety standards, Star Cruises is well recognized by the travel industry and has achieved an array of international awards. Being the pioneer of Asian cruise industry as well as the winner of the “Best Cruise Operator in Asia-Pacific” award for ten times at the TTG Travel Awards, Star Cruises was honorably inducted into the TTG Travel Awards Hall of Fame at the 19th TTG Travel Awards 2008 held in Bangkok on 9 October 2008.

Photo Caption:



SuperStar Virgo of Star Cruises receiving 4,000 pax, the largest MICE group ever from Beijing.

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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 offering over 32,000 lower berths 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.