



**PRESS RELEASE
FOR IMMEDIATE RELEASE**

**12 FEBRUARY 2009
HONG KONG**



**Star Cruises wins its first Caring Company logo
The only cruise liner to be awarded this esteemed honor**

Star Cruises is pleased to announce the winning of its first Caring Company logo at “The Caring Company Recognition Ceremony 2008/2009 on 10 February 2009. **Star Cruises** is the only cruise liner to be awarded this esteemed honor.

The Caring Company Scheme was inaugurated in 2002 with the objective of recognizing organizations which demonstrate good corporate citizenship, in addition to raising public awareness of good corporate citizenship demonstrated by the business sectors and their contribution to a caring community. **Star Cruises** has been actively committed to the various communities in Asia Pacific during our 16 years history. Charitable activities are organized by the various regional offices from time to time. **STAR Cares, Star Cruises Volunteer Team** (Hong Kong), was established in June 2008 primarily to serve the community.

Star Cruises is greatly honored to be awarded the Caring Company logo, reflecting how the public and business sectors both recognize Star Cruises' enthusiastic involvement in charity and community work, as well as their commitment to responsible corporate citizenship. **Star Cruises** will continuously host and join various activities to show our smiles and care to the needy to foster a more caring society.

In previous years, **Star Cruises** has cooperated with various charitable organizations and actively participated in their fund-raising campaigns, such as the “S.K.H. St. Christopher Home

Love Chocolate Charity Sale”. **Star Cruises Volunteer Team** (Hong Kong) has also worked with several non-profit organizations to launch a variety of community services, including the hosting of 200 elderly citizens celebrating Mother’s and Father’s Day onboard Star Pisces, sharing summer fun with children from lower income and new immigrant families, and commemorating the mid-autumn festival with the elderly who are alone. **Star Cruises** has been committed to share the fun and show our care to the needy. We hope that through our services, we can bring smiles to the people and groups in need as stated in our motto ‘**Star Cruises** Concerns, Acts and Responses to the needy by our Entertainment, to bring more Smiles to world’.



Photo Caption:
STAR Cares members held party for children from low income and new immigrant families to share summer joy.

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About STAR Cares

Star Cruises Volunteer Team (STAR Cares) established in 2008, attend to share care and concern for the people or groups in need by bringing our creative entertaining programs and pamper service and attitude so as to bring smiles and laughter to them.

STAR Cares, formed by shore staff and crew staff, aims to contribute our CARES to children, elderly, deprived and people or community in need, with the moral of “**Star Cruises Concerns, Acts and Responses** to the needy by our **Entertainment** to bring more Smiles to world”.

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 16 ships offering close to 30,000 lower berths while NCL is presently building a new third generation Freestyle Cruising project known as F3, for delivery in 2010. The fleet cruises to over 200 destinations and islands in Asia-Pacific, North and South America, Hawaii, Caribbean, Alaska, Europe, Mediterranean and Bermuda under the 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.