



Press Release
Immediate release

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International

Star Cruises launches “Multi-destination” cruise from Hong Kong to Taiwan this summer

Star Cruises, the world's third largest cruise operator and the leading cruise line in Asia-Pacific, announces the launch of a “Multi-destination” cruise this summer. Home-ported in Hong Kong, the SuperStar Aquarius will set sail on a special 6-day 5-night cruise to Tainan, Taichung and Keelung (Taipei) from Hong Kong on 2 Aug, 2009. This sailing will mark the first time mainland tour group travels to Taiwan via Hong Kong on Hong Kong home-ported cruise liners.

In April this year, the Central Government announced a new initiative allowing mainland tour groups to travel to Taiwan by taking cruise vessels home-ported in Hong Kong, thus boosting the cruise industry in Hong Kong. This has ushered in a new chapter of the travel industry of “Three Places Across Two Shores” initiative. Mr. William Ng, Executive Vice President of Star Cruises said, “As an Asian based international cruise line, Star Cruises has earned a stellar reputation in the industry by offering a diverse range of itineraries and providing industry leadership in pioneering the concept of cruising in Asia-Pacific in the past 15 years. In recent years, in order to offer cruise options and new itineraries to customers, we have been studying and exploring the feasibility of sailing “Three Places Across Two Shores”. This far-sighted planning has allowed us to launch this special cruise in response to the new initiative and market demand. “

The Commissioner for Tourism, Miss Margaret Fong, welcomed the launch of the sailing between Hong Kong and Taiwan this summer by Star Cruises, which will carry Mainland tour groups to Taiwan via Hong Kong. "I believe the cruise journey will enrich the travel experience of Mainland visitors on this "Multi-destination" trip covering Hong Kong and Taiwan. This new measure for Mainland tour groups to take cruise vessels homeporting

in Hong Kong to Taiwan will also add impetus to Hong Kong's development as a leading regional cruise hub," she said.

SuperStar Aquarius' Taiwan special cruise itinerary is tailor-made to introduce a "Multi-destination" travel to first time mainland tourists and attract Hong Kong residents and foreign cruisers alike. Prior to cruising to Taiwan, mainland and foreign visitors can stopover in Hong Kong and enjoy sightseeing, dining and shopping. Exciting excursions to Taiwan will include the city and sights of Tainan, Taichung and Keelung. In Tainan, tour highlights include Anping ancient city and the abundantly rich ecological resources of Cigua Salt Mountains and Cigu Lagoon. Taichung offers the famous Sunmoon Lake and Lugan. Lastly, a visit to Keelung's metropolitan Taipei, the National Palace Museum and the tallest building, the Taipei 101. Cruisers can also indulge in the diverse Taiwanese cuisines and colorful night markets.

Guests onboard SuperStar Aquarius will enjoy the fun of Freestyle Cruising which combines all the excitement of travel with spoilt for choices of international entertainment and fine cuisine, a relaxed lifestyle of a fine resort and the hassle free style doing away the need to pack and unpack belongings, check-in and check-out procedures as well as the troublesome transfers.

In addition, sector cruises are available to cater to different customer segments. Guests can choose to cruise from Hong Kong to Tainan, Taichung while disembarking in Keelung, or embarking from Keelung and sail directly to Hong Kong. Whichever itinerary they choose, guests are assured of a unique experience of sailing "Three Places Across Two Shores".

ABOUT STAR CRUISES

Star Cruises, together with its jointly controlled entity, Norwegian Cruise Line (NCL), is the third largest cruise operator in the world with a combined fleet of 16 ships cruising to over 200 destinations in the world, 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.

About SuperStar Aquarius

SuperStar Aquarius, at 51,039-grt, is 229.84m long, 28.5m wide and its average cruising speed is 18kn.

The 13-storey high SuperStar Aquarius offers 765 cabins with 1,529 lower berths. The full range facilities include 9 restaurants and bars offering international cuisine which satisfy all tastes, karaoke, basketball court, golf driving range and outdoor Jacuzzi. The endless entertainment program onboard guarantees spectacular cruising experience to families, friends and youths.

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Previous press releases and announcements issued by Star Cruises may be viewed at Star Cruises website www.starcruiises.com.