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**PRESS RELEASE**  
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**INTERNATIONAL**

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### **STAR CRUISES HONORED BY TTG ASIA FOR THE TWELFTH TIME**

**Star Cruises**, the Leading Cruise Line in Asia-Pacific, has once again been lauded as an honorary inductee into Travel Trade Gazette (TTG) Asia's "**Travel Hall of Fame**".

This honor was again bestowed on Star Cruises at the **20th TTG Travel Awards 2009**, hosted annually by TTG Asia, which recognizes outstanding achievements across the region's travel industry.

Being the ten-time winner of the "Best Cruise Operator in the Asia-Pacific" award, Star Cruises, the world's third largest cruise operator, was initially inducted into the Hall of Fame in 2008.

Tan Sri Lim Kok Thay, Chairman and CEO of Star Cruises, was named "Travel Entrepreneur of the Year" by TTG Travel Awards in 2009. This special award recognised his outstanding achievements and contributions to tourism and travel in Asia.

"It is truly an honor to be in the company of our esteemed fellow "Travel Hall of Fame" inductees. To be acknowledged by our industry peers as "Best Cruise Operator" for well over a decade is an accomplishment in itself, and a validation of Star Cruises' pride and commitment to the industry," said Mr. Blondel So, Chief Operating Officer of Star Cruises.

As an Asian based international cruise line, Star Cruises has earned a stellar reputation by offering a diverse range of itineraries and has pioneered the concept of cruising across the Asia-Pacific for the past 16 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. The first-ever "Multi-destination" cruise was successfully launched for mainlanders to take Hong Kong based cruise ships to Taiwan in August this year. In response to the market demand, more itineraries are being planned and to be announced at a later stage.



*The Leading Cruise Line in Asia-Pacific<sup>SM</sup>*

**PHOTO CAPTIONS:**

**Photo 1**



Tan Sri Lim Kok Thay, Chairman and CEO of Star Cruises with the “Travel Entrepreneur of the Year” and the “Travel Hall of Fame” Award.

**Photo 2**



Mr. Blondel So (Right), Chief Operating Officer of Star Cruises receiving the “Travel Hall of Fame” Award from TTB Asia.



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## **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 Cruise ship – Norwegian Epic, 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.

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*Previous press releases and announcements issued by Star Cruises may be viewed at Star Cruises website [www.starcruiises.com](http://www.starcruiises.com).*