



PRESS RELEASE
For Immediate Release

21 FEBRUARY 2011
HONG KONG

SuperStar Libra hosts Annual China Travel Agent awards on her maiden multi-destination cruise from Penang

21 February 2011, Hong Kong - Star Cruises is pleased to announce SuperStar Libra's maiden multi-destination cruise from Penang to Phuket and Krabi in Thailand on February 20, 2011. SuperStar Libra will offer 4-Day/3-Night destination cruise to these islands with weekly Sunday departures from Penang International Cruise Terminal (PICT) for her cruise season from 20th Feb 2011 – 25th Dec 2011.

To commemorate her debut multi-destination voyage, the Annual China Travel Agent Awards was hosted onboard which served as an appreciation of thanks to the partners in China who have shown their strong support for Star Cruises. A total of 14 awards was presented which included the following:

Top Potential Agent Award 2010
SuperStar Aquarius Best Performing Agent Award 2010
SuperStar Virgo Best Performing Agent Award 2010
Top 5 Best Performing Agents Award 2010

Invited guests comprised more than 120 top travel agents and media from all parts of China as well as VIPs who graced the special award celebration with their presence.

Mr. Michael Goh, Senior Vice President of Star Cruises said at the awards presentation, "As the first Asian cruise operator to enter the China market, we are committed to the development of the cruise industry in Greater China and are constantly seeking out new and exciting itineraries for our Chinese guests. We have identified China as one of our most important customer source markets and with the support of our Chinese travel agents and partners, we have seen significant contributions to the growth of our business. With our group's diversification of products and expansion into land-based integrated resorts, we will continue to strengthen this partnership and grow our mutual businesses."

SuperStar Libra's destination cruises are expected to contribute positively to the local Penang economy by bringing in both local and foreign holidaymakers who will spend their time shopping and sightseeing in the island pre- and post-cruise. The cruises to Phuket and Krabi will also provide another exciting incentive option for meeting planners who will now have an added meetings and incentives option on top of existing land-based packages to impress their clients or reward their staff.



“The Journey Begins in Penang”

Star Cruises is privileged to be working with both Malaysian Tourism Board and Penang Tourism Board to showcase Penang as a must-visit destination. On 20 February, the Penang Tourism Board hosted a Press Conference and Welcome Lunch for the delegates of the China Travel Agents at Straits Quay to introduce Penang, its rich diversity of culture and attractions.

As a melting pot of diverse cultures and heritage, Penang “The Pearl of the Orient” offers a kaleidoscope of attractions to the international traveler. The group of delegates hosted by Star Cruises will be exploring the historical sights and sounds of Georgetown, the capital city of Penang that is listed by UNESCO as a World Heritage Site (2008). They will also be visiting a few of Penang’s “must visit” attractions such as the Penang Peranakan Mansion, Khoo Kongsi Temple and the Chew Jetty.

As the journey continues to the islands of Phuket and Krabi, guests will be wowed by a myriad of onboard activities and entertainment as well as shore excursions, which would allow them to explore the landmarks of Phuket, highlights of Krabi, including a sea cave canoe adventure and an all-out adventure escapade with options for elephant riding, paint ball, extreme sports and go karting. Guests also have the option to simply relax with a full day excursion to the hydrotherapeutic bath at the Waree Raksa hotspring.



SuperStar Libra



Yang Berhormat Danny Law Heng Kiang, Chairman of the State Tourism Development and Culture (centre) and (third from the left), Mr. Michael Goh, Senior Vice President of Sales and China delegates



(third from the left) Yang Berhormat Danny Law Heng Kiang, Chairman of the State Tourism Development and Culture and (second from the right), Mr. Michael Goh, Senior Vice President of Sales address the media

-END-



About Star Cruises

Star Cruises, together with Norwegian Cruise Line, is the third largest cruise operator in the world and owns a combined fleet of 18 ships with approximately 35,000 lower berths, visiting over 200 destinations and islands in Asia-Pacific, North and South America, Hawaii, Caribbean, Alaska, Europe, Mediterranean and Bermuda.

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. Star Cruises has been honored ten times as “The Best Cruise Operator” award by Travel Trade Gazette (TTG) Asia and has been inducted into TTG Asia’s “Travel Hall of Fame” award since 2008.