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**PRESS RELEASE**

**INTERNATIONAL**

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## **Star Cruises Honored as TTG Asia Awards “Travel Hall of Fame” Inductee**

**Hong Kong, 7 October, 2011** - Star Cruises, the world’s third largest cruise operator, has been recognized as a “Travel Hall of Fame” Inductee by TTG Asia Awards for the fourth consecutive year. The prestigious accolade is one of the travel industry’s pinnacle recognitions for an outstanding leader that has won the same TTG Asia award at least 10 consecutive times.

Star Cruises was initially inducted into the “Travel Hall of Fame” in 2008 after being named the “Best Cruise Operator in the Asia-Pacific” for ten years. This is the fourteenth time that Star Cruises received accolades from TTG Asia.

“It is a great honour for Star Cruises to be recognized as an industry leader for fourteen years consecutively,” said Mr William Ng, Chief Operating Officer of Star Cruises. “We are grateful for the support that TTG, our travel partners and the media have extended to us. Their support contributed to our success as much as our hardwork and dedication.”

He continued, “We take pride in pioneering cruise holiday in Asia since 1993. As the travel markets evolve in Asia and around the world, we will continuously introduce cruise packages that our passengers find interesting and fun.”

This year Star Cruises has introduced new itineraries and fleet redeployments in the region. In February, SuperStar Libra was redeployed to homeport in Penang and SuperStar Aquarius to Taiwan in April. Starting next month, Star Cruises will become the first international cruise line operator to homeport in Sanya. With Sanya as the homeport, SuperStar Aquarius will offer two- and three-night destination cruises, calling at popular Vietnamese ports Halong Bay, Danang and Huế.



*Photo caption: Mr William Ng, Chief Operating Officer of Star Cruises, receives TTG Asia Awards “Travel Hall of Fame” Inductee trophy in Bangkok.*

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### **About Star Cruises**

Star Cruises, together with Norwegian Cruise Line, is the third largest cruise operator in the world that owns a combined fleet of 18 ships visiting over 200 destinations in the world, offering approximately 35,000 lower berths.

The fleet cruises to over 200 destinations and islands in Asia-Pacific, North and South America, Hawaii, Caribbean, Alaska, Europe, Mediterranean and Bermuda.

Star Cruises is represented in more than 20 locations worldwide with offices and representatives in Hong Kong, Australia, China, India, Indonesia, Japan, Korea, Malaysia, New Zealand, the Philippines, Singapore, Sweden, Taiwan, Thailand, the United Arab Emirates, the United Kingdom, the United States and Vietnam.

For more information, please visit Star Cruises website <http://www.starcruiises.com>.

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