



PRESS RELEASE

INTERNATIONAL

**Star Cruises introduces wireless services on cruise ships
with Wireless Maritime Services**

Hong Kong, 10 November, 2011 – Star Cruises, the world’s third largest cruise line, and Wireless Maritime Services (WMS), the world leader in providing cellular service to the cruise line and ferry industry, today jointly announce the launch of wireless services onboard Star Cruises’ ships in Asia. This follows the signing of a multi-year agreement between the two companies to provide cellular wireless services to guests and crew members on SuperStar Virgo, SuperStar Libra, SuperStar Aquarius and Star Pisces.

Starting from today, passengers and ship crews on SuperStar Aquarius can stay connected with friends and families while cruising to various destinations in Asia Pacific. The service enables them to make and receive telephone calls, send text messages, access emails and surf the internet at rates similar to international roaming. The service will be rolled out gradually on the other three vessels.

Mr Kenny Ng, Senior Vice President, Information Technology, Genting Hong Kong, “We are pleased to work together with Wireless Maritime Services to provide quality mobile services for our cruise passengers and ship crews. As a leading cruise line in Asia Pacific, Star Cruises continues to enrich our passengers’ cruising experience with value-adding technologies as well as new travel products.”

He continued, “The new mobile service onboard lets passengers stay connected to share their holiday joy with friends and families while having fun cruising with us. This service comes in good time with the launch of our new Sanya-Vietnam cruise starting this month. Passengers of this inaugural cruise will be the first to experience this marriage of convenience and travel pleasure.”

Mr. Jim McKenna, Vice President of Customer Support and Product Management for WMS, said, “We are truly delighted that Star Cruises has partnered with WMS to provide cellular service to both guests and crew on SuperStar Virgo, SuperStar Libra, SuperStar Aquarius and Star Pisces. Star Cruises is an award-winning cruise line leader that creates terrific cruise experience for their guests, and we’re honored to be a part of the communications element of that experience.”

“While every customer of ours is a valued partner, the start of our relationship with Star Cruises is especially exciting as it represents a significant expansion by WMS into the Asia Pacific region. We have long had a strong advantage with roaming agreements with hundreds of telecommunications carriers around the world—including our agreement with



China Mobile, the world's largest mobile phone operator-- and we look forward to leveraging these resources for the benefit of Star Cruises and all of their passengers throughout Asia."

WMS services allow guests and crew members traveling onboard the Star Cruises ships to use their cell phones as they currently do on land while the ships are at sea. Connectivity is activated when the ship leaves port and turned off when in range of land-based providers. WMS provides uninterrupted service to guests and crew so they can stay in touch with family, friends or business associates back home while they enjoy the experiences of their cruise.

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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.starcruias.com>.

About Wireless Maritime Services

Wireless Maritime Services (WMS), is the world leader in providing maritime cellular phone service to the cruise line and ferry industry. With service onboard more than 130 ships around the globe, the company specializes in cellular at sea communications, including voice, text messaging, email and web browsing. WMS technology allows cruise line and ferry passengers and crew to stay in touch with friends, family or business while at sea. www.cellularatsea.com "In our journey to provide cellular service at sea, we charted our course to cover the world"

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