



PRESS RELEASE

INTERNATIONAL

Star Cruises Launches SuperStar Virgo “Our First Friends” Campaign

10 January 2012 - Star Cruises, the leading cruise line in Asia-Pacific, is pleased to announce the launch of SuperStar Virgo “Our First Friends” campaign. Through various channels, the campaign searches for passengers who cruised with SuperStar Virgo 12 years ago on her inaugural sail on 27 Aug 1999. The campaign will give away free luxury SuperStar Virgo cabins worth over US\$150,000 in total. It is part of the celebrations of SuperStar Virgo’s recently-announced US\$25 million refurbishment.

More than 1,200 passengers from Singapore, Malaysia, India, Australia, Japan, Thailand and other countries made Asian cruise history onboard SuperStar Virgo’s inaugural voyage. Now, we are launching the online component of the campaign and cordially invite the first 40 of those passengers / families to send us valid details to ourfirstfriends@starcruises.com for verification. They will be invited to join one complimentary SuperStar Virgo 3D2N cruise, staying at seaview cabins that accommodate two persons. The invitation will be valid from Feb to April, 2012. (Note: Booking is subject to cabin availability and the offer does not include port charge, cruise fuel surcharge and cruise holiday surcharge.)

The online component of the campaign runs from today to 31 Jan 2012, or earlier when the first 40 passengers have been found.

“We are very excited about this reunion for the passengers who cruised with us on SuperStar Virgo’s inaugural voyage from Singapore. Some of them might have cruised with their friends or families previously. Now they can rekindle the sweetness of the past with their friends, parents, or even create new family history with their own children,” said Ms Vivian Sim, Vice President of Corporate Communications & PR of Genting Hong Kong. “It will be very gratifying to see our world-class holiday experience as part of the treasured memories between friends and cherished bonding between families, passing from one generation to the next.”



She added that Star Cruises has recently invested US\$25 million to refurbish the Singapore-homeported SuperStar Virgo, to further strengthen the company's cruise holiday products for regional and international passengers. "Our First Friends" campaign will add excitement to the return of SuperStar Virgo to service on 23rd January, 2012.

Star Cruises cordially invites SuperStar Virgo's first passengers / families to send details (Full Name as stated on the travel documents, Identification Card Number, Passport Number, Contact Number and E-mail) to ourfirstfriends@starcruises.com for verification on or before 31 Jan 2012.

For more information about the campaign, please log on to www.starcruises.com.

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SuperStar Virgo, which is currently undergoing a US\$25 million refurbishment, is launching a reunion campaign that aims to get together her first passengers on her inaugural cruise 12 years ago. For details, please logon to www.starcruises.com.

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.

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