



PRESS RELEASE
For Immediate Release

INTERNATIONAL
25 JULY 2012

SET SAIL FOR THE FIRST-EVER “NICKELODEON AT SEA” CRUISES IN ASIA,
EXCLUSIVELY ON SUPERSTAR VIRGO & SUPERSTAR LIBRA
(11 NOV – 30 DEC 2012)

Star Cruises, the Leading Cruise Line in Asia-Pacific and Viacom International Media Networks Asia, a division of Viacom Inc. (NASDAQ: VIA, VIAB) is pleased to announce an expanded strategic partnership to launch the first-ever “Nickelodeon At Sea” cruises in Asia for this yearend school holidays on SuperStar Virgo and SuperStar Libra from 11 Nov to 30 Dec 2012, co-sponsored by Mondial Assistance. The highly anticipated series of 55 exhilarating “Nickelodeon At Sea” cruises will kick off exclusively aboard the SuperStar Virgo from Singapore (16 Nov to 30 Dec 2012) and SuperStar Libra from Penang, Malaysia (11 Nov to 30 Dec 2012) respectively.

Nickelodeon at Sea on Star Cruises provides a family vacation option like no other in Asia. With a host of activities featuring the stars of hit Nickelodeon shows like “SpongeBob SquarePants” and “Dora the Explorer,” **Nickelodeon at Sea** gives everyone in the family the chance to be immersed in Nickelodeon – with character meet and greets and activities, afternoon tea events, arts and crafts programmes, treasure hunts and even an opportunity to get covered in Nick’s world-famous slime! With Nickelodeon-themed rooms, activities, souvenirs and meals, **Nickelodeon at Sea** provides an unforgettable on-board experience, where parents relax, kids play and families connect.

Families with children below 12 can seize the irresistible good deal “Kids Cruise Free*” from 11 Nov - 30 Dec 2012 when they book an all-inclusive “Nickelodeon At Sea” cruises on either SuperStar Virgo and SuperStar Libra. Guests whom make a cruise booking at Singapore NATAS Holidays 2012 (Singapore Expo, 24 – 26 Aug 2012) and Malaysia MATTAS Fair 2012 (Putra World Trade Centre, Kuala Lumpur, 7 – 9 Sep 2012) will be rewarded with an exclusive photography session with “SpongeBob SquarePants” and “Dora The Explorer” at Star Cruises’ booths from 3pm – 3.30pm daily.

In addition to the regular world-class entertainment highlights available on the extravagant SuperStar Virgo and SuperStar Libra, passengers’ experiences will be further heightened in this brand new series of immersive “Nickelodeon At Sea” cruise programmes specially customised for everyone in the family, including:



nickelodeon™

- *Meet the Nickelodeon Stars* with SpongeBob SquarePants, Patrick Star, Dora the Explorer and Diego
- *Tea Party With Nickelodeon Stars* chases away the afternoon hunger pangs
- *On Deck With Nickelodeon Stars* offers interactive activities on deck and poolside
- *Nickelodeon Arts & Crafts* where kids and their parents draw, paint and create Nick-themed crafts
- *Nickelodeon Pyjama Jam* is a night of games, songs and fun with SpongeBob and Dora
- *Nickelodeon Cookie Club* teaches kids how to decorate SpongeBob and Dora cookies – and then eat them!
- *Nickelodeon Slimefest* is where kids of all ages get covered in green slime, Nickelodeon's badge of honour
- *Dora's Treasure Adventure* offers a family-orientated on board treasure hunt
- *SpongeBob Jelly Fishing Competition* with slippery and wiggly "jellyfish"
- *Nickelodeon Splash Mob* is a spontaneous event with messy games featuring pies, slime and "jellyfish"
- And a whole list of other exciting and entertaining Nickelodeon-themed activities!

** Above onboard Nickelodeon programmes are subject to change without prior notice.*

Building upon Star Cruises and Nickelodeon's successful "SpongeBob At Sea" cruises launched in 2011, the "Nickelodeon At Sea" cruises will offer an expanded experience that includes Nickelodeon-themed cabins, onboard family activities, themed retail merchandise sale, passenger mementos and specially-created breakfast and high-tea menu items based upon Nickelodeon's hit properties "SpongeBob SquarePants," "Dora the Explorer" and "Go, Diego! Go!"

"Based upon the success of 2011's 'SpongeBob At Sea' with Star Cruises, it became clear that there is strong demand to create richer family-friendly at sea experiences for passengers," said Viacom International Media Networks Asia, Executive Vice President and Managing Director, Indra Suharjono. "By launching "Nickelodeon At Sea" and leveraging our audiences' passion for Nickelodeon characters creates a unique customer offering in the tourism marketplace, one that is bound to have kids of all ages excited."

"As the leading cruise line in Asia-Pacific, we are proud to present the 'Nickelodeon At Sea" cruises on SuperStar Virgo. Star Cruises is constantly innovating new experiences and add sensation to our valued passengers' family vacation. During these cruises, they will get to see their favourite Nickelodeon characters - SpongeBob SquarePants, Patrick Star, Dora the Explorer and Go, Diego! Go!, and immerse themselves happily in interactive family activities. Importantly, they can spend quality time bonding together in Nickelodeon programmes and enter their ultimate cartoon fantasy, says Mr. Michael Goh, Senior Vice President – Sales, Star Cruises.



On SuperStar Virgo and SuperStar Libra, heaps of fun is always afloat. Day and night, there are fun-filled Nickelodeon themed activities for the whole family. Guests can wake up to an exotic destination each morning, and soak in the sights and sounds of Asian hotspots such as Phuket and Krabi (Thailand) and Penang, Kuala Lumpur and Malacca (Malaysia). With awe-inspiring destinations, luxurious accommodation, up to six sumptuous meals daily, and captivating Nickelodeon entertainment offerings in an all-inclusive “Nickelodeon At Sea” cruise on SuperStar Virgo and SuperStar Libra, a Star Cruises vacation is undoubtedly the perfect family vacation for holidaymakers seeking a hassle-free experience at the high seas. For more information about “Nickelodeon At Sea” cruises, please log on to www.starcruiises.com/nickelodeon, or visit our appointed travel agents today.

“Nickelodeon At Sea” Cruises on SuperStar Virgo & SuperStar Libra

Kids Cruise Free* on SuperStar Virgo (Selected 16 Nov – 30 Dec 2012 departures ~ 20 cruises)

Cruise Itineraries
2-Night Malacca/Kuala Lumpur Cruise (Wed) Departures: 21 & 28 Nov; 5, 12 & 19 Dec 2012
2-Night Weekend Cruise (Fri) Departures: 16, 23 & 30 Nov; 7, 14 & 21 Dec 2012
3-Night Penang/Phuket Cruise (Sun) Departures: 18 & 25 Nov; 2, 9, 16 & 23 Dec 2012

Kids Cruise Free* on SuperStar Libra (Selected 11 Nov – 30 Dec 2012 departures ~ 35 cruises)

Cruise Itineraries
3-Night Penang/Phuket/Krabi Cruise (Sun) Departures: 11, 18 & 25 Nov; 2, 9, 16, 23 & 30 Dec 2012
1-Night High Seas Cruise (Wed – Sat) Departures: 14, 15, 16, 17, 21, 22, 23, 24, 28, 29 & 30 Nov; 5, 6, 7, 8, 12, 13, 14, 15, 19, 20, 21, 22, 26, 27, 28 & 29 Dec 2012

**To enjoy “Kids Cruise Free”, kids below 12 years old must be accompanied by 2 paying guests sharing the same stateroom. Fares are per family of 4 (2 adults and 2 children) based on quad-sharing in an Inside Stateroom (DB), unless otherwise stated. Fares include passenger handling fee and fuel surcharge, correct at time of printing. Applicable to new bookings only and subject to stateroom availability. Other terms and conditions apply.*

–Ends–



nickelodeon™

About Star Cruises

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, Philippines, Singapore, Sweden, Taiwan, Thailand, United Arab Emirates, United Kingdom and the United States of America. Star Cruises, together with Norwegian Cruise Line (NCL), 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, Cambodia, 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

About SuperStar Virgo

SuperStar Virgo, at 75,338-grt, is the largest cruise ship in Star Cruises Asian fleet. The 13-storey high SuperStar Virgo offers 915 cabins with 1,830 lower berths. The full range facilities include 13 restaurants and bars offering international cuisine which satisfy all tastes, show lounge, cinema, karaoke, disco, swimming pool, water fun pool and Jacuzzi, beauty salon, rock climbing facilities and meeting rooms. The endless entertainment program onboard guarantees spectacular cruising experience to cruisers of all ages.

About SuperStar Libra

SuperStar Libra is 10-storey high and offers 732 cabins with 1,472 lower berths. The full range facilities include 8 restaurants and bars offer international cuisine which satisfy all tastes, Show lounge, Disco, Karaoke, Golf Driving Range, Outdoor Spa and Jacuzzi. The endless entertainment program onboard guarantees spectacular cruising experience to families, youths and couples.

About Nickelodeon Asia

Nickelodeon, now in its 32nd year globally and 14th year in Asia, is the number-one entertainment brand for kids. The company has built a diverse, global business by putting kids first in everything it does with a portfolio that extends across television, music, publishing, digital media, mobile and consumer products. Nickelodeon and Nick Jr. are seen in more than 60 million households throughout North and Southeast Asia region with 24-hour programming services including Nickelodeon Southeast Asia, Nickelodeon Japan, Nickelodeon Korea, as well as Nickelodeon branded program blocks and syndications. For more information, visit www.nick-asia.com.

About Viacom International Media Networks

Viacom International Media Networks (VIMN), a unit of Viacom Inc. (NASDAQ: VIA, VIAB), is comprised of many of the world's most popular multimedia entertainment brands, including MTV, Nickelodeon, Comedy Central, BET, Paramount Channel, VH1, VIVA, COLORS, Game One and Tr3s: *MTV, Música y Más*. Viacom brands are seen globally in more than 600 million households in more than 160 territories and 35 languages via more than 160 locally programmed and operated TV channels and more than 550 digital media and mobile TV properties.

For media enquiries, please contact:

Star Cruises

Christine Lim
Senior Manager
Marketing & Product Development
Tel: +65 6832 9656
Fax: +65 6832 9651
Email: chris.lim@starcruises.com

Tan Xue Jing
Manager
Marketing & Product Development
Tel: +65 6832 9662
Fax: +65 6832 9651
Email: xuejing.tan@starcruises.com

Viacom International Media Networks Asia

Omar Gepiga
Nickelodeon Marketing & Communications
Tel: +65 64207184
Email: omar.gepiga@vimn.com
Website: www.nick-asia.com
Website: www.mtvasia.com / www.nick-asia.com