



PRESS RELEASE

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Star Cruises wins top cruise line accolade again in India ~ Voted “Favourite Cruise Company” at Outlook Traveller Awards ~

Hong Kong / Mumbai, 28 Jan, 2013 – Star Cruises, the leading cruise line in Asia-Pacific, was voted by thousands of Indian holidaymakers as “Favourite Cruise Company” at **Outlook Traveller Awards 2012**. This follows Star Cruises being voted the “Best Cruise” at *Travel + Leisure India & South Asia’s Best Awards* last year.

Outlook Traveller Awards, organized by the travel publication authority *Outlook Traveller*, is credited for setting the benchmark for consumer preferences in the travel industry since inception in 2010. The awards drew on the results from Outlook Traveller’s specifically-designed survey that garnered readers to provide unfiltered assessment of travel and tourism experiences across 18 travel-related categories. Research agency IPSOS oversaw collection, collation and analysis of the voting.

Other contenders in the “Favourite Cruise Company” category include Royal Caribbean, Costa Cruises, Cunard Lines and Princess Cruises, amongst others.

Mr William Ng, Chief Operating Officer, Star Cruises, said, “We are delighted that once again Indian holidaymakers voted us ‘Favourite Cruise Company’. This accolade validates our understanding of the Indian market as well as our dedication in turning Indian passengers’ holiday ideals into realities.”

He continued, “From 2008 to last year, the number of Indian passengers jumped 45% fleet-wide at Star Cruises. This success is most prominent in SuperStar Virgo, homeported in Singapore, which embodies Star Cruises’ signature warm hospitality, and wide variety of F&B, entertainment &



recreational offerings. We thank our travel agents in India for working tirelessly with us to achieve this, and together we will strive to further strengthen our foothold in the country.”

Star Cruises has recently stepped up its cruise offering in the region with the launch of SuperStar Gemini, which has commenced her series of inaugural sailings in Singapore and Penang recently. She will be homeported in Sanya (Feb and March) and Shanghai (April to October) offering an array of idyllic itineraries, calling at top destinations in the region.

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Ms. Diksha Batra (3rd from left), Senior Sales Manager, Star Cruises, receives the “Outlook Travellers Award - Favourite Cruise Company” trophy from Mr. Luv Malhotra (far left), Executive Director of The Suryaa, New Delhi. Pictured here are Mr. Vinod Mehta (far right), Editor-in-chief, Outlook Traveller; Mr. Tariq Anwar (2nd from right), Honourable Minister of State, Department of Agriculture; and Ms. Nayantara Patel (2nd from left), Editor, Outlook Traveller.



About Star Cruises

Star Cruises is a wholly-owned subsidiary of Genting Hong Kong, a leading global leisure, entertainment and hospitality corporation. Together with Norwegian Cruise Line, Star Cruises 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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