



PRESS RELEASE

FOR IMMEDIATE RELEASE

Celebrate the Brazilian Football Fiesta on the high seas with Star Cruises

Hong Kong 26 May, 2014 – In conjunction with the most anticipated sporting-competition event of 2014 and with football fever reaching a high among footy fans everywhere, Star Cruises, the leading cruise line in Asia Pacific is pleased to invite travellers for one of the most colourful, joyous and fun Brazilian Football Fiesta onboard its Asian fleet. Get ready to experience Rio, Brazil in all its glory, as we celebrate the beautiful game of football together with the vivacious sound, dance and exotic cuisine of Brazil onboard all our cruise ships that are homeported across Asia.

Footy fans onboard can definitely look forward to a jolly good time with their mates on the high seas, and not miss a single LIVE telecast match of their favourite World Cup teams. Ardent fans can catch all the LIVE action at the various designated venues onboard Superstar Virgo, Star Pisces, SuperStar Libra and SuperStar Gemini. As part of the celebration, travellers onboard can also take part in a wide array of onboard football-related activities and win fantastic prizes. Here's your chance to show off your football skills in our Penalty Shoot-Out, 3-on-3 Football Matches, Dribbling games, or even test your virtual football skills in our X-Box or iPad Football Challenge. Also, fans can further test their football knowledge by taking part in the Football Trivia Challenge or even try something new like football-related arts and crafts lessons. As you can see, football fever is everywhere and footy fans onboard will not be disappointed!

As Rio, Brazil takes centre stage for a spectacular show, Star Cruises is also pleased to introduce a variety of exciting activities inspired by the infectious and colourful culture of Brazil. Ever wanted to try out and know more about the Brazilian culture and dance? Here's your chance to get in on the celebration and learn the popular, lively and rhythmical Brazilian dance with Star Cruises. In addition, travellers onboard can also choose a variety of dance lessons that are available on different cruise ships including Salsa, Dancercise Classes and many more.



Also, savour some of the exotic and delicious Brazilian cuisines that our award-winning chefs have prepared for this special celebration. With specially created Brazilian menus, along with Samba music, coupled with the exciting Brazilian Football Fiesta parties and activities onboard, travellers, especially footy fans are in for a real treat as they celebrate the greatest game on the planet with Star Cruises. Be sure to join the Star Cruises team onboard, as they get into the football celebration spirit, outfitted with their favourite football jerseys to bring you all a memorable experience on the high seas. So, don't miss it. After all, it's a celebration that only happens once every four years.

On Star Cruises, every journey is a voyage of discovery and surprise.



Indulge in the Brazilian Football Fiesta from 13 June to 14 July onboard the Star Cruises fleet homeported across Asia. LIVE football telecast will be available onboard SuperStar Virgo, Star Pisces, SuperStar Libra and SuperStar Gemini.

SuperStar Virgo (above), our flagship fleet, is homeported in Hong Kong from now to 26 October, 2014. The 75,338-tonne ship will take passengers to Kaohsiung, Taichung, Keelung, Sanya and Halong Bay.



Samba and upbeat music will be played at the bars of different Star Cruises' ships, with our crew outfitted in football jerseys to embrace the football celebration on the fleet.



Exotic Brazilian dancers boosting up the atmosphere at the sail-away parties to escalate our adrenaline level for the Brazilian football fever.

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About Genting Hong Kong Limited (“Genting Hong Kong”)

Genting Hong Kong Limited is the leading global leisure, entertainment and hospitality corporation. A primary business activity of the company is cruise and cruise related operations under the brand of Star Cruises and Norwegian Cruise Line. Star Cruises together with Norwegian Cruise Line, is the third largest cruise operator in the world that owns a combined fleet of 20 ships visiting over 130 destinations in the world, offering approximately 42,000 lower berths.

Genting Hong Kong’s first foray in a land-based attraction, Resorts World Manila opened its doors to the public in August 2009. Resorts World Manila is one of the premier leisure brands under the Genting Group and the Philippines’ first one-stop, nonstop vacation spot for topnotch entertainment and world-class leisure alternatives, featuring 3 hotels including a six star all-suite Maxims Hotel, an iconic shopping mall, 4 high-end cinemas and a multi-purpose performing arts theatre

For more information, please visit Genting Hong Kong website <http://www.gentinghk.com>.

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