



## **Genting Hong Kong Limited**

(Continued into Bermuda with limited liability – Registration No.29337)  
(formerly known as Star Cruises Limited)

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**PRESS RELEASE**

**For Immediate Release**

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### **Genting Hong Kong Celebrates Its Corporate Rebranding in Style** *Company finalises its evolution into an integrated leisure & entertainment business*

**Hong Kong, March 25, 2010** – Tonight, Genting Hong Kong (formerly known as Star Cruises Limited) hosted a special cocktail party for its friends and business partners at the stylish W Hotel in Kowloon. The celebration is the culmination of the company’s corporate rebranding project, as well as being a way of thanking all those involved in the process.

Over the years, Genting Hong Kong has evolved into a premier integrated leisure & entertainment business, offering unparalleled exotic cruises and resort-style holiday experiences. This has been made possible by its recent diversification into land-based resorts and entertainment. The name change from Star Cruises Limited to Genting Hong Kong represents the final act in this evolution as well as highlighting its alignment with the Genting Group.

**Tan Sri Lim Kok Thay**, Chairman of the Genting Group, said, “This name change not only highlights Genting Hong Kong’s affiliation with the Genting Group but also helps to cement GHK’s position as one of the premier integrated leisure & entertainment businesses in the world.”

The event featured an exciting variety of live entertainment, including the main highlight of the night: a special live performance by famed Hong Kong singer and actor Kenny Bee. In addition to this and other attractions, the evening also featured a wide variety of delicious and unlimited drinks as well as a selection of mouth-watering treats.

“This evening is not only to celebrate our corporate rebranding, but is also a way to thank everyone who has worked so hard to help us fulfil our goal of taking Genting Hong Kong to the next stage in its evolution.” added **Mr. David Chua**, President of Genting Hong Kong.

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

Genting Hong Kong, formerly known as Star Cruises Limited, is a 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, with a combined fleet of 17 ships cruising to over 200 destinations, offering approximately 30,000 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, a flagship integrated leisure and entertainment complex 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.