



PRESS RELEASE

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INTERNATIONAL

Star Cruises Garner More Honors from TTG Asia's "Travel Hall of Fame"

Star Cruises, the leading cruise line in Asia-Pacific has been honored by Travel Trade Gazette (TTG) Asia for the thirteenth time as it was presented with the title of honorary inductee into Travel Trade Gazette (TTG) Asia's "**Travel Hall of Fame**" at the **21st TTG Travel Awards 2010**. The Awards is hosted annually by TTG Asia, in recognition of outstanding achievements across the region's travel industry.

To date, there have only been seven inductees into the Travel Hall of Fame. Chief Operating Officer of Star Cruises, Mr. William Ng said, "It is with great pride and honor that I accept this "Travel Hall of Fame" award. It is especially gratifying to have been part of Star Cruises since its inception in 1993 and to see us grow from strength to strength."

A ten-time winner of the "Best Cruise Operator in the Asia-Pacific" award, Star Cruises, the world's third largest cruise operator, was initially inducted into the Hall of Fame in 2008.

According to a company spokesperson, "Once a company is inducted into the TTG Asia's 'Travel Hall of Fame', they are no longer entitled to compete for the "Best Cruise Operator in Asia-Pacific" Award. Since our induction into the Travel Hall of Fame in 2008, TTG Asia has continued to acknowledge our outstanding service by presenting us as an honorary inductee every year."

As the pioneer of Asian cruise industry, Star Cruises is committed to introduce a greater variety of cruising experiences to Asian and international guests. Mr. William Ng elaborated, "In 2011, to cater to the different demands arising in the region, Star Cruises has commenced a series of strategic deployment of its fleet in Asia with new itineraries to create a more exciting product for agents to offer to their guests.

"We will reposition our existing ships to stimulate some of our established markets. For example, SuperStar Aquarius will replace SuperStar Libra in Taiwan, Star Pisces will return to Hong Kong and SuperStar Libra will homeport in Penang in February 2011, offering a new itinerary from Penang to Thailand. Last but not least, we are also deeply appreciative of the support extended by TTG, the travel trade, the media and various other parties associated in one way or another in the course of our daily business and operations," said Mr. William Ng.



Mr. William Ng, Chief Operating Officer of Star Cruises receives TIG Asia's "Travel Hall of Fame" award for 2010.

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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 with approximately 35,000 lower berths, visiting over 200 destinations and islands in Asia-Pacific, North and South America, Hawaii, Caribbean, Alaska, Europe, Mediterranean and Bermuda.

With the innovative concept of Freestyle Cruising, warm Asian hospitality and high safety standards, Star Cruises is well recognized by the travel industry and has achieved an array of international awards. Star Cruises has been honored ten times as "The Best Cruise Operator" award by Travel Trade Gazette (TTG) Asia and has been inducted into TIG Asia's "Travel Hall of Fame" award since 2008.

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