



## **MEDIA RELEASE**

### **Star Cruises and Singapore Cruise Centre in strategic partnership to boost hub status**

- *Priority berthing for all Star Cruises liners at the International Passenger Terminal at HarbourFront*
- *Partnership gives Genting Group flexibility to cross-market to cruise and integrated resort customers*

**Singapore, 29 October 2010** – Star Cruises and Singapore Cruise Centre Pte Ltd (SCC), Asia's leading cruise terminal operator, have entered into a strategic partnership that will make it more attractive for Star Cruises' fleet to use Singapore as a hub for its cruise business.

Under an Agreement signed between Genting Hong Kong Chief Operating Officer (Cruise) William Ng and SCC President/CEO Cheong Teow Cheng, Star Cruises will secure priority berthing rights at SCC's International Passenger Terminal at HarbourFront in Singapore.

The move marks a major milestone in a mutually beneficial relationship which goes back to 1993 when Star Cruises became SCC's first cruise liner customer.

The Agreement runs for 10 years and gives Star Cruises the commercial and financial incentives to expand its presence in Singapore at a time when its affiliated company, Resorts World Sentosa (RWS), one of two integrated resorts in Singapore, is helping to attract tourists from the region to the Republic at record levels. This July, tourist arrivals to the island reached an all-time high of one million, according to Singapore government statistics.

SCC's International Passenger Terminal (IPT) at HarbourFront is near RWS, Singapore's first integrated resort wholly owned by Genting Singapore PLC. The proximity of RWS to the IPT and the berthing advantage provided under the Agreement will combine to give the Genting Group greater flexibility to cross-market its offerings to cruise and integrated resort customers.

Commenting on the Agreement, Genting's Mr Ng said: "We are delighted to have sealed this deal with Singapore Cruise Centre. In our 17 years' relationship with Singapore Cruise Center, we have always worked together to ensure customers' satisfaction.

"Singapore is already the home port for our Asia flagship, SuperStar Virgo. Currently, we sail from Singapore three times a week and SuperStar Libra will also join SuperStar Virgo to be home ported in Singapore for a seasonal deployment beginning from 6 November 2010. As we are confident that Singapore will continue to grow as a cruise launch-pad to the region, this Agreement also demonstrates Star Cruises' long term commitment to Singapore's cruise industry."

SCC's Mr Cheong added: "This landmark Agreement is built upon a strong relationship and shared vision. It is the outcome of extensive on-going dialogues with a valued client who wants to be in a vantage position to tap the exciting potential in the cruise industry, and our desire to provide the best cruise infrastructure and the quickest turnaround to meet their expanding scale of business."

"I'm glad that we are able to reach an agreement that has demonstrated to our oldest customer that a relationship built on loyalty, trust and reliability achieves long-

term benefits. Beyond this, the partnership will also give a boost to the already booming tourism sector in Singapore.”

Over the years, SCC and Star Cruises have grown in tandem. SCC saw a record 900 ship calls and 1.14 million passenger throughput in 2009.

Star Cruises, founded in 1993, is the leading cruise line in the Asia-Pacific. Together with its jointly controlled entity, Norwegian Cruise Line, they are the third largest cruise operator in the world which owns a combined fleet of 18 ships sailing to over 200 destinations worldwide.

The Asia-Pacific cruise industry is poised to grow to two million by the year 2015, a three-fold increase since 2005, according to forecasts by Ocean Shipping Consultants, a UK-based independent consultancy.

The cruise industry in Singapore is a significant contributor to the economy. Business and job opportunities are created for travel agents and others in the tourism and retail industry, and companies supporting the shipping industry.

The End

### **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 TTG Asia's "Travel Hall of Fame" award since 2008.

For more information, please visit: [www.starcruiises.com](http://www.starcruiises.com)

### **About Genting Hong Kong Limited and Genting Group**

Genting Hong Kong Limited, formerly known as Star Cruises 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 brands of Star Cruises and Norwegian Cruise Line.

Genting Hong Kong is an affiliate of the Genting Group, which is recognised as one of Asia's leading and best-managed multinationals. There are currently 5 public companies listed in 3 jurisdictions that operate under the "Genting" name, namely Genting Berhad, its subsidiaries Genting Malaysia Berhad, Genting Plantations Berhad and Genting Singapore PLC as well as its affiliate, Genting Hong Kong Limited, with a combined market capitalisation of about RM124 billion (US\$40 billion) as at 30 September 2010.

The Genting Group's prominent consumer brands in the leisure & hospitality sector include "Resorts World", "Maxims", "Crockfords", "Awana", "Star Cruises" and "Norwegian Cruise Line".

For more information, please visit: [www.gentinghk.com](http://www.gentinghk.com)

## **About Singapore Cruise Centre Pte Ltd**

The Singapore Cruise Centre Pte Ltd was corporatised in 2003 and manages the award-winning cruise terminal and three ferry terminals in Singapore. Our experience in ferry and cruise terminal operation and management is well-sought after by overseas ports. This is in line with our vision to be the world's leading cruise and ferry operator and international partner of choice in overseas cruise and ferry terminal management and consultancy.

For more information, please visit: [www.singaporecruise.com](http://www.singaporecruise.com)

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