



FOR IMMEDIATE RELEASE

MEMORANDUM OF UNDERSTANDING SIGNED BETWEEN SINGAPORE CRUISE CENTRE PTE LTD AND TIANJIN INTERNATIONAL CRUISE HOME PORT CO., LTD

Tianjin, China, 30 July 2010 – Singapore Cruise Centre Pte Ltd (SCCPL) and Tianjin International Cruise Home Port Co., Ltd (THPCL) today signed a Memorandum of Understanding (MOU) in Tianjin, China to jointly support one another in promoting and enhancing services that add value to their respective destinations through a 'Key Action Plan' which includes joint marketing collaboration, sharing of relevant data and information, exchange of knowledge, provision of consultancy services and training and cruise development projects involvement.

Signed by Mr Liu Zhong Jun, General Manager of THPCL and Mr Ivan Ng, Vice President of SCCPL, the MOU symbolizes the deep friendship which both parties have fostered over the years and reflects the intention to tap on China's rapid economic growth.

One of these is the strategic cooperation between Singapore and China on the Sino-Singapore Tianjin Eco-city project to improve the living environment and build an eco-culture.

THPLC, as a developer and operator, is a company engaged in the area of Tianjin International Cruise Terminal and other area-correlations, and the waterfront development as well as ferry and cruise related operations.

It is the first home port in northern China and an important link in the transportation system connecting Beijing, Tianjin and Hebei Province. It links more than 400 ports of over 180 countries in the world and enjoys friendly cooperation with the ports of Japan, South Korea, America and the Netherlands.

Because of its proximity to Beijing, Tianjin is a popular side trip on the itinerary of tourists when traveling to Beijing. Tianjin Port, approximately 160 kilometers (99.4 miles) from Beijing and 56 kilometers (34.8 miles) from Tianjin City, is the biggest artificial port and important foreign commercial port of China. It plays a significant role in the development of the nation's transportation and trading.

SCCPL is confident that the Bohai region will have high growth in the next 5 to 10 years and hopes to continuously value-add and contribute to this phenomenal growth.

With more than 19 years of extensive experience in cruise terminal operations and management, SCCPL looks forward to sharing its domain expertise and industrial experience with other developing cruise terminals. In 2009, SCCPL handled more than 900 cruise ship calls and more than 1.13 million cruise passengers passing through its International Passenger Terminal (IPT) at Singapore last year. As a testament to its capabilities, SCCPL has won 17 Dream World Cruise Destination Awards since 1997 for its efficient terminal management and operations.

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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.

To-date, SCCPL has been invited by countries as diverse as Turkey, Malta, Cyprus, Spain, Italy, Mexico, South Korea, Japan, China and the USA to share knowledge and expertise gained from servicing a high influx of sea-bound tourists and promotion of cruise and ferry related tourism.

For more information, please visit: www.singaporecruise.com

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