



MEDIA RELEASE

Singapore Cruise Centre Wins Prestigious Port Awards

- *Voted by customers in Dream World poll as most responsive port and for most efficient port services*
- *Latest awards up total to 19 in 19 Years*

Singapore, 17 March 2011 – Customers of Singapore Cruise Centre Pte Ltd (SCC) have again voted the cruise terminal operator as providing the most efficient and most responsive port services, according to the results of a prestigious international poll.

Those accolades led SCC to win the Dream World Cruise Destination Magazine's 2010 Most Efficient Port Services and Most Responsive Port awards at the Cruise Shipping Miami Convention in Florida on Tuesday.

Dream World Cruise Destinations, published by Euromoney Institutional Investor PLC, is the leading UK-based magazine covering the global cruise industry. Its awards are highly coveted and the equivalent of the Oscars for the global cruise industry. Winners are voted by a committee comprising senior executives from major cruise lines.

The latest two awards, accepted by SCC's CEO Christina Siaw in Miami, bring the total Dream World awards won by SCC to 19 in its 19 years' history.



Commenting on the awards, Ms Siaw said: "We are delighted with this latest vote of confidence from our customers. Dream World awards are the most sought-after in the industry so we see this as a huge honour and a worthy endorsement made possible by the support of our customers, the cruise liners, and the hard work of everyone at SCC.

"Our customers can rest assured that we are not going to sit on our laurels but will continue to work at ensuring that we provide them with the highest level of service that is a model of efficiency, courtesy and consistency."

SCC clinched the Most Responsive Port Award for the first time, and the Most Efficient Port Services Award for the third. The latter recognises the most efficient combination of pilotage, port agencies services, customs clearance and good working relations with cruise liners, while the former looks at a port's response speed to requests for information, and solutions to the challenges and demands of cruise lines.

To further improve on its services, SCC will be embarking on a \$14 million revamp of its HarbourFront terminal in May this year, as well as rolling out a series of customer initiatives.

The End



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

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