



Media Release April/11

SATS & ROYAL CARIBBEAN CRUISES JOINTLY LAUNCH SOUTHEAST ASIA'S FIRST CRUISE-FLY SERVICE

Service debuts on Legend of the Seas

Singapore, 28 April 2011 – SATS Ltd. (SATS) and Royal Caribbean Cruises Ltd. announced today the launch of Southeast Asia's first Cruise-Fly service. This service will debut on Royal Caribbean's inaugural summer season on *Legend of the Seas* in Singapore, starting from 30 April 2011. It offers guests of this cruise ship a seamless, convenient process from the pier to Marina Bay Sands for flight check-in and luggage deposit.

Legend of the Seas' guests who book the Cruise-Fly service will be personally met by SATS' customer service agents at the cruise terminal upon disembarkation from the ship, and be ferried directly to Marina Bay Sands. This service will be available for guests travelling on Singapore Airlines, SilkAir, Qantas Airways, Air China, China Eastern Airlines, China Southern Airlines and EVA Airways flights.

Mr Yacoob Piperdi, Senior Vice President of SATS said, "Holidaymakers around the world are thrilled by the prospects of cruising around Asia and this has fuelled the demand for cruise liners to make the region a destination of choice. Our Cruise-Fly service will provide a seamless and delightful experience for Royal Caribbean's cruise guests who arrive in Singapore in the day and plan to catch a flight later in the evening. These guests can check-in for their flights at their convenience, deposit their bags and have the rest of the day to explore the island hassle-free, without having to worry about airport check-in times or what to do with their bags.

Mr Piperdi added, "We are really delighted to introduce the Cruise-Fly service jointly with Royal Caribbean. After a successful pilot run in December last year, SATS and Royal Caribbean are of one mind that the service has enhanced the guests' overall cruise experience and that more should be done to create such service opportunities going forward. SATS wishes to create new service experiences for cruise liner passengers by leveraging its competencies in the areas of airport and passenger services."

Mr Kelvin Tan, Regional Director, Asia Pacific, Royal Caribbean Cruises said, "We are pleased that SATS is able to offer this innovative service to value-add to our international guests' cruising experience. Cruising in itself is a very hassle-free travel option and the Cruise-Fly initiative elevates this notion by bridging and shortening the distance between the pier and flight check-in services, and at the same time, bringing these guests to the doorsteps of some of the



most exciting tourist destinations in Singapore. We hope that more and more of our guests can take advantage of this service whenever our ships call at Singapore.”

SATS also plans to continue offering this service for *Legend of the Seas* when it returns this November and for *Azamara Quest*, also of the Royal Caribbean fleet, which is slated to call at Singapore again from this December.

---- End ----

About SATS Ltd.

With over 60 years of operating experience and an emerging global presence, SATS is Singapore’s leading provider of gateway services and food solutions.

Our comprehensive scope of gateway services encompasses airfreight handling, passenger services, ramp handling, baggage handling, aviation security and aircraft interior and exterior cleaning while our food solutions business comprises airline catering, food distribution and logistics, industrial catering, ambient, chilled and frozen food manufacturing as well as airline linen laundry.

SATS has been listed on the Singapore Exchange since May 2000. For more information, please visit www.sats.com.sg.

About Royal Caribbean Cruises Ltd.

Royal Caribbean Cruises Ltd. is a global cruise vacation company that operates Royal Caribbean International, Celebrity Cruises, Pullmantur, Azamara Club Cruises and CDF Croisieres de France. The company has a combined total of 40 ships in service and two under construction. It also offers unique land-tour vacations in Alaska, Asia, Australia/New Zealand, Canada, Dubai, Europe and South America. Additional information can be found on www.royalcaribbean.com, www.celebritycruises.com, www.pullmantur.es, www.azamaraclubcruises.com, www.cdfcroisieresdefrance.com or www.rclinvestor.com.



Media Contacts:

SATS Ltd.

Sandy Leng
AVP, Investor Relations
SATS
DID: (65) 6541 8200
HP: (65) 9018 5168
Email: sandy_leng@sats.com.sg

Seraphim Cheong
Manager
Edelman Public Relations
DID: (65) 6347 2323
HP: (65) 9824 8423
Email: seraphim.cheong@edelman.com

Royal Caribbean Cruises Ltd.

Chin Ying Duan (Ms)
Corporate Communications Manager
DID: (65) 6305 0023
HP: (65) 9727 3868
Email: YDChin@rcclapac.com