

TITANIC II

Return Of The Legend

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TITANIC II

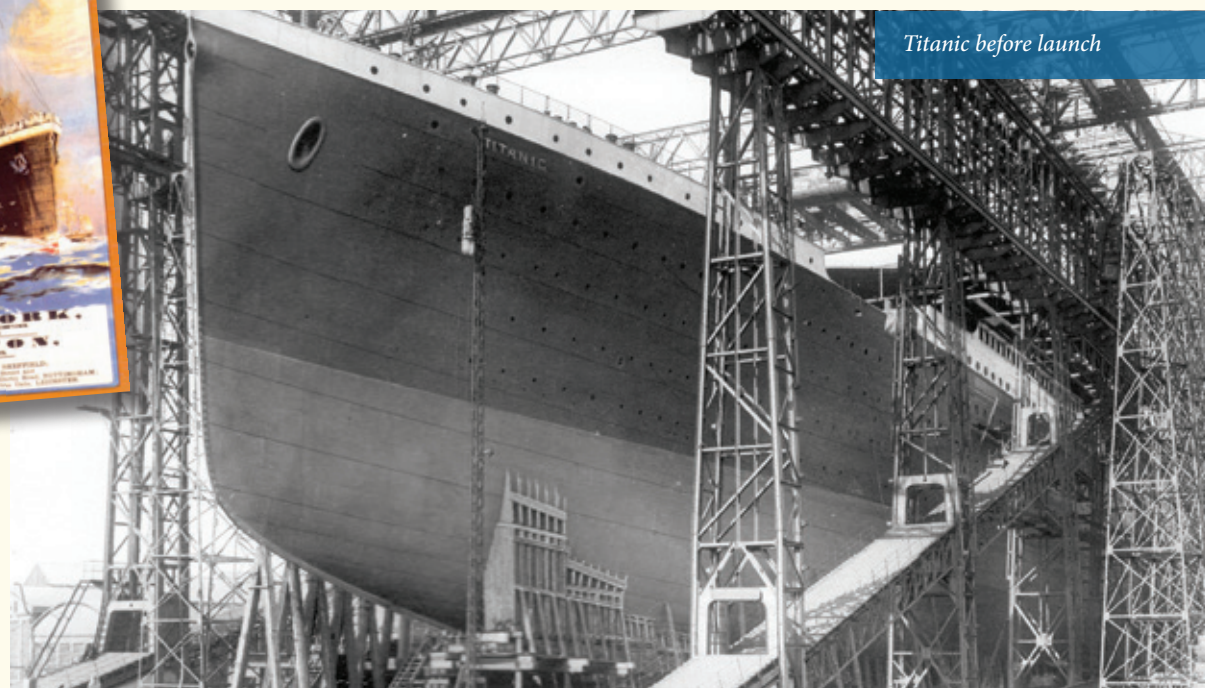


Titanic moving away from the pier as she departs on her first and only voyage. The man sitting down in the foreground is believed to be Benjamin Steele, marine superintendent at Southampton for the White Star Line.

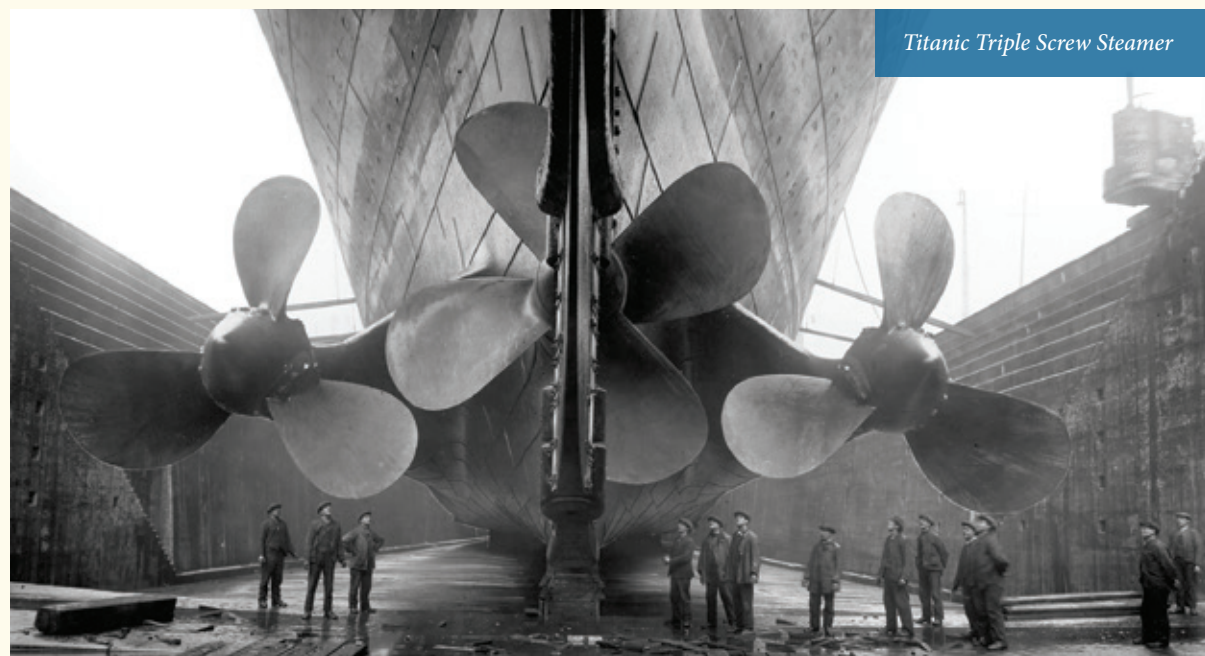


Titanic before launch

TITANIC



Titanic Triple Screw Steamer

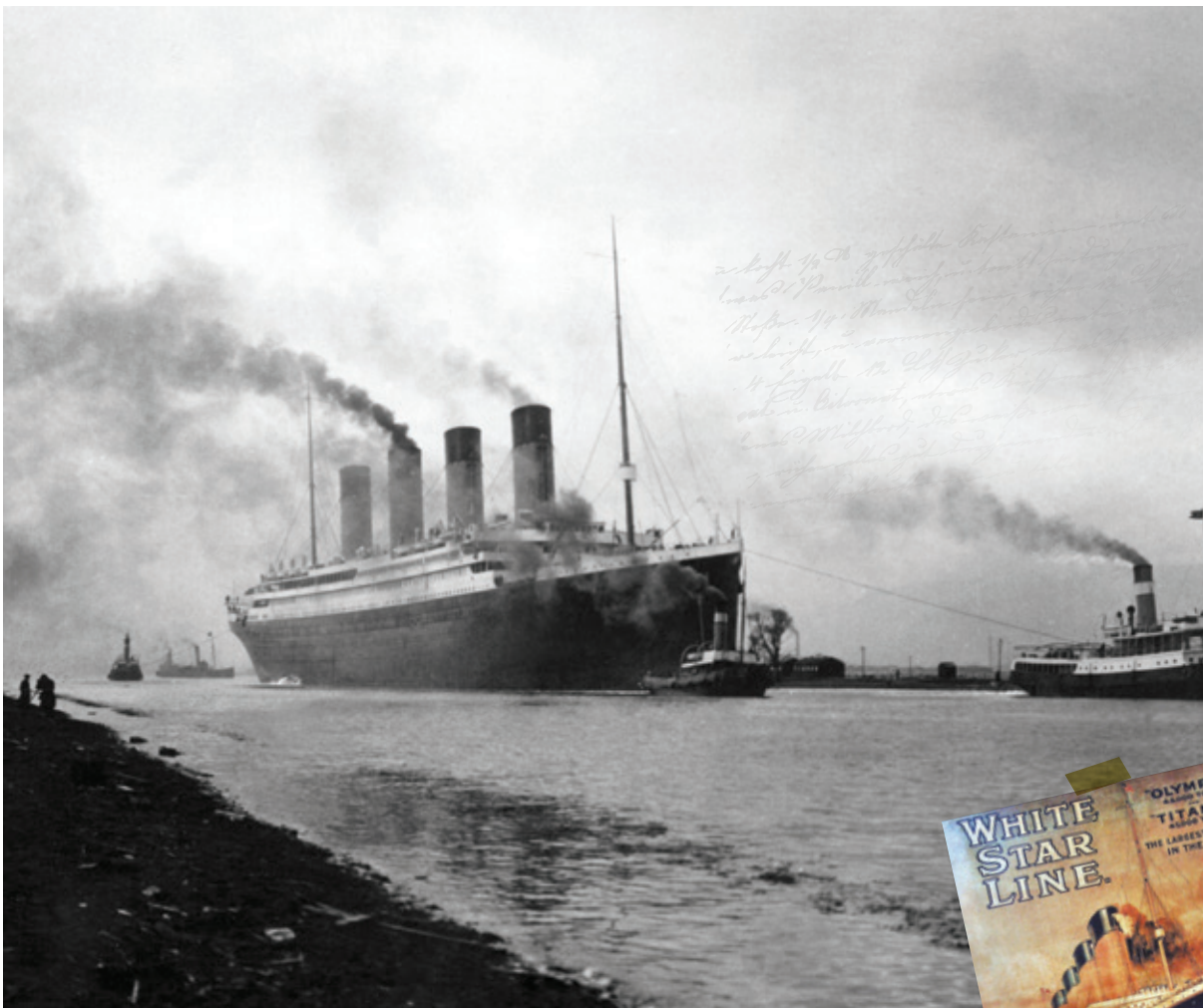


According to popular legend, in 1907, a dinner was held at the Belgrave Square mansion of Lord Pirrie with Joseph Bruce Ismay as a guest. It was at this dinner where plans were conceived for the construction of three huge liners.

The *Titanic* represented a 50% increase in size over the largest and fastest liners in the world at that time. These new ships would be true leviathans and while not the fastest, they would provide unparalleled comfort and luxury, securing for the White Star Line a pre-eminent position in the North Atlantic steamship trade.

Aldam Heaton & Co. were contracted to design the magnificent interiors, from the elegant grand staircase and lounges to the luxurious First Class staterooms. The highly respected design firm was famous for their expert knowledge of historic architecture and design.

From The Hague, H.P. Mutters & Zoon, who previously completed work for the Dutch aristocracy, were contracted to complete twelve of the most exclusive staterooms aboard the ships.



*2.1.1890
Titanic
White Star Line
Harland & Wolff
Queenstown
New York
Boston
John Dennehy*



Titanic's Grand Staircase



A figure appeared atop Titanic's fourth funnel, but was merely a stoker who climbed the dummy funnel to simply get a birds-eye view of Queenstown Harbour.

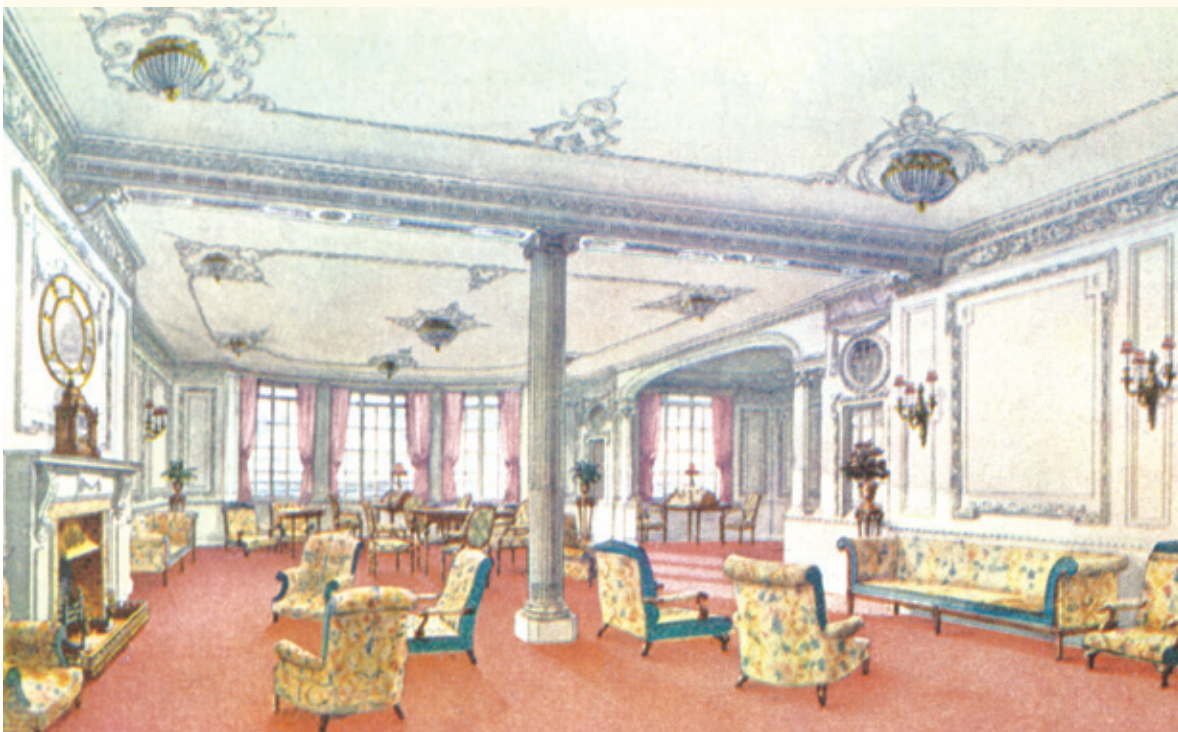
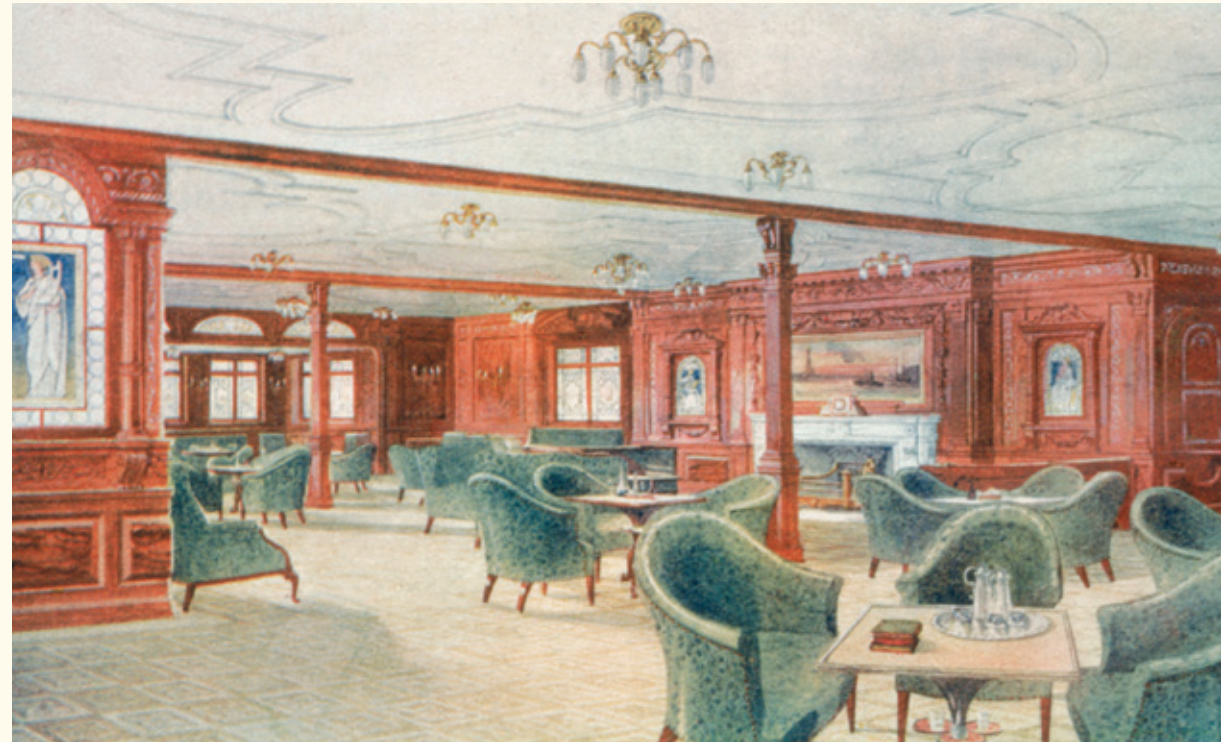
TITANIC DEPARTING BELFAST



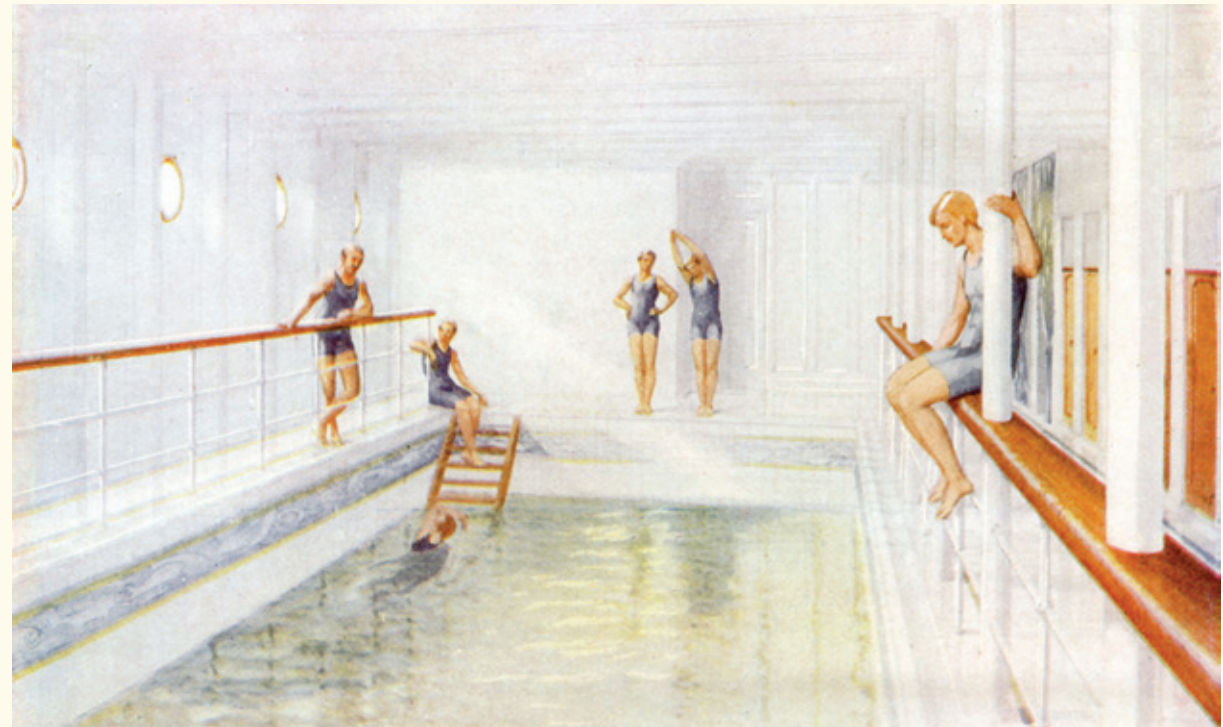
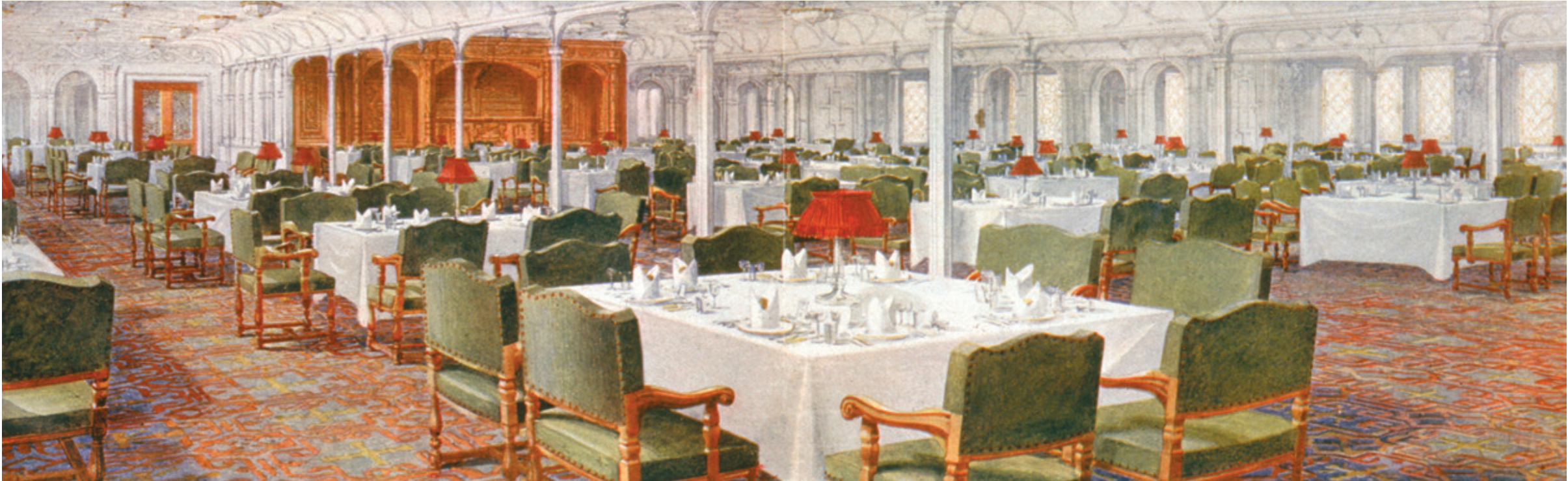
R. Waygood & Co. supplied the ship's elevators and themselves had an impressive list of past clients, including Queen Victoria and His Royal Majesty the King of Siam. From Sweden, the Welin Davit & Engineering Co. Ltd. supplied lifeboat davits of the latest technology.

At Harland & Wolff nearly 6,000 men worked for over three years to build the *Titanic*. When completed, she had about 3 million rivets with an estimated weight of over 1,200 tons. With her length at 882ft 9in (269 metres), breadth of 92ft 6in (28 metres) and 46,328 gross registered tons, she was the largest ship ever made at the time, being slightly larger than her sister ship *Olympic*.

Harland & Wolff manufactured and fitted the ships with the largest boilers and the largest engines. To exhume the smoke from the bowels of the ship, four huge funnels rose 72ft (22 metres) above the Boat Deck. The proportions of the ship were so large that one Harland & Wolff employee remarked that the first steel ship built by the company some 50 years earlier could fit twice into one of the funnels.



Top left - Grand Staircase. Bottom Left - 1st Class Reading and Writing Room. Top right - 1st Class Smoking Room. Bottom right - 1st Class Verandah Cafe.



Top - First Class Dining Room. Bottom left - Cooling Room of the Turkish Bath. Bottom right -Swimming Bath.

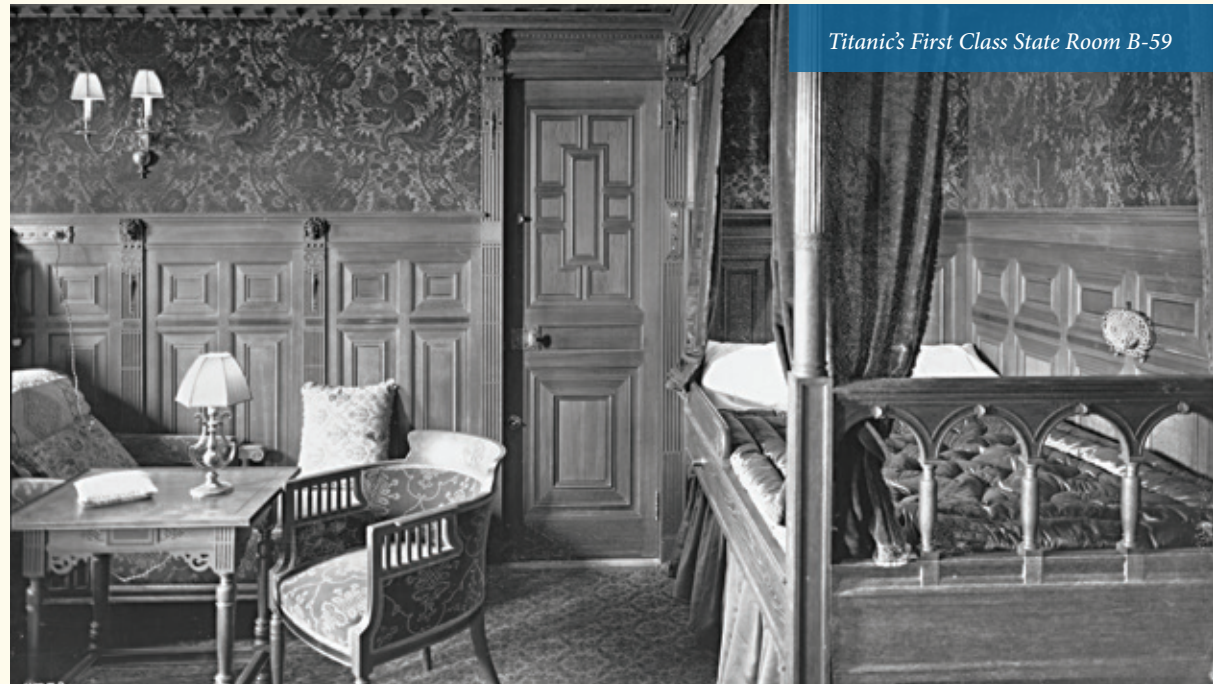
TITANIC'S FIRST CLASS

Titanic's passenger accommodations were certainly designed to impress and rivalled the finest hotels and restaurants ashore. The First Class Lounge, decorated in the Louis XV style, was panelled in exquisitely carved oak and passengers enjoyed the plush comfort of the gold and green furniture. The First Class Smoking Room, designed to emulate a gentleman's club, was panelled in rich mahogany with inlaid mother of pearl, where passengers enjoyed the finest cigars and liqueurs.

Walnut, sycamore, mahogany and satinwood panelling were used liberally in the best First Class Rooms which were decorated in a variety of styles, from Empire and Louis XVI to various Dutch styles, Queen Anne and Italian Renaissance. Imitation coal fires, set within wrought iron grates and ornate fireplaces, provided heat and a warm, comforting glow in the sitting rooms of the parlour suites. The washbasins throughout First Class were mounted in veined marble. Electric lighting and electric heat, all within the passenger's control, added to the comfort, and bell call buttons could conveniently summon a steward to provide a light meal, cup of tea or perhaps a cup of hot cocoa.



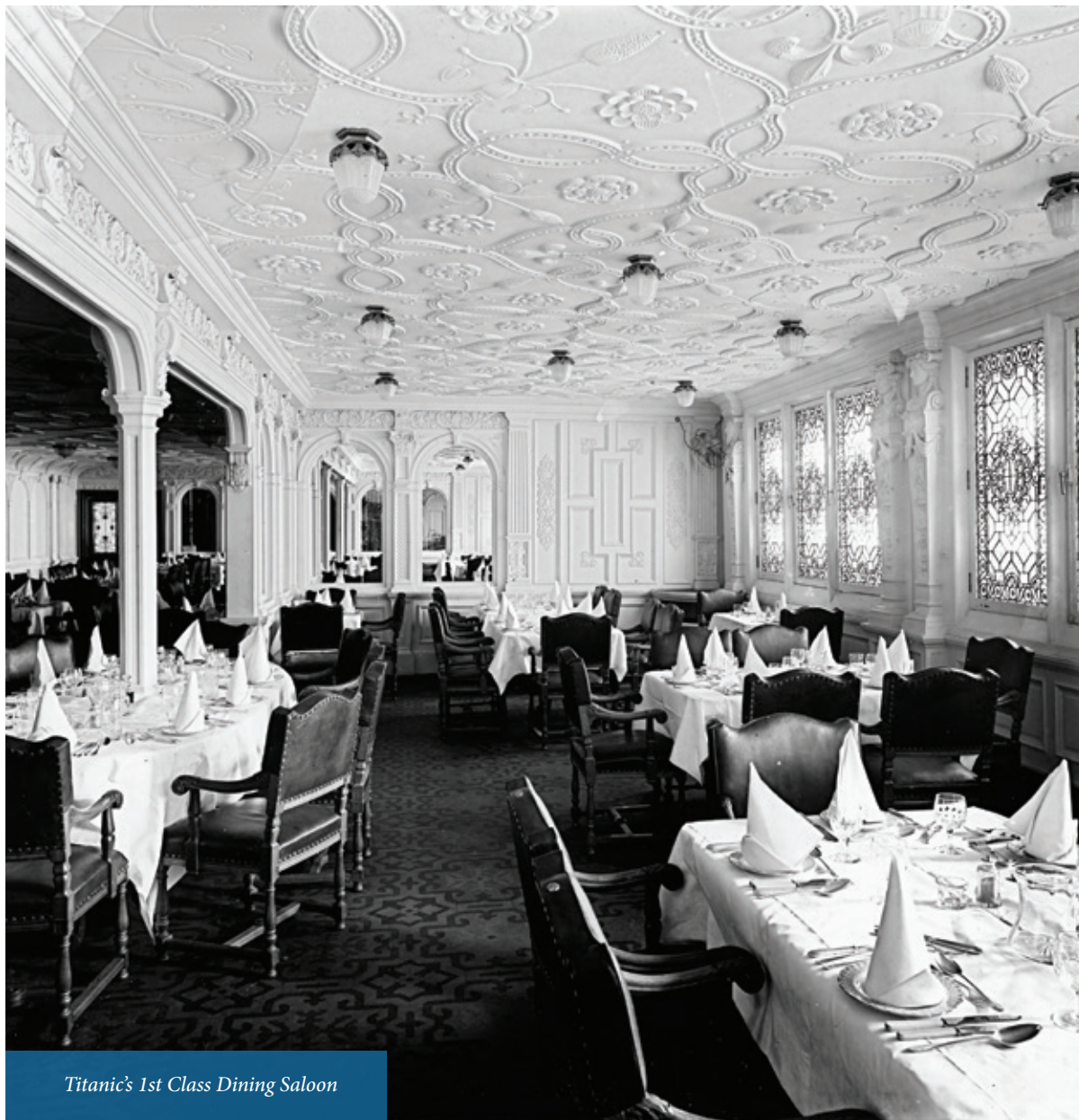
Titanic's First Class State Room B-59



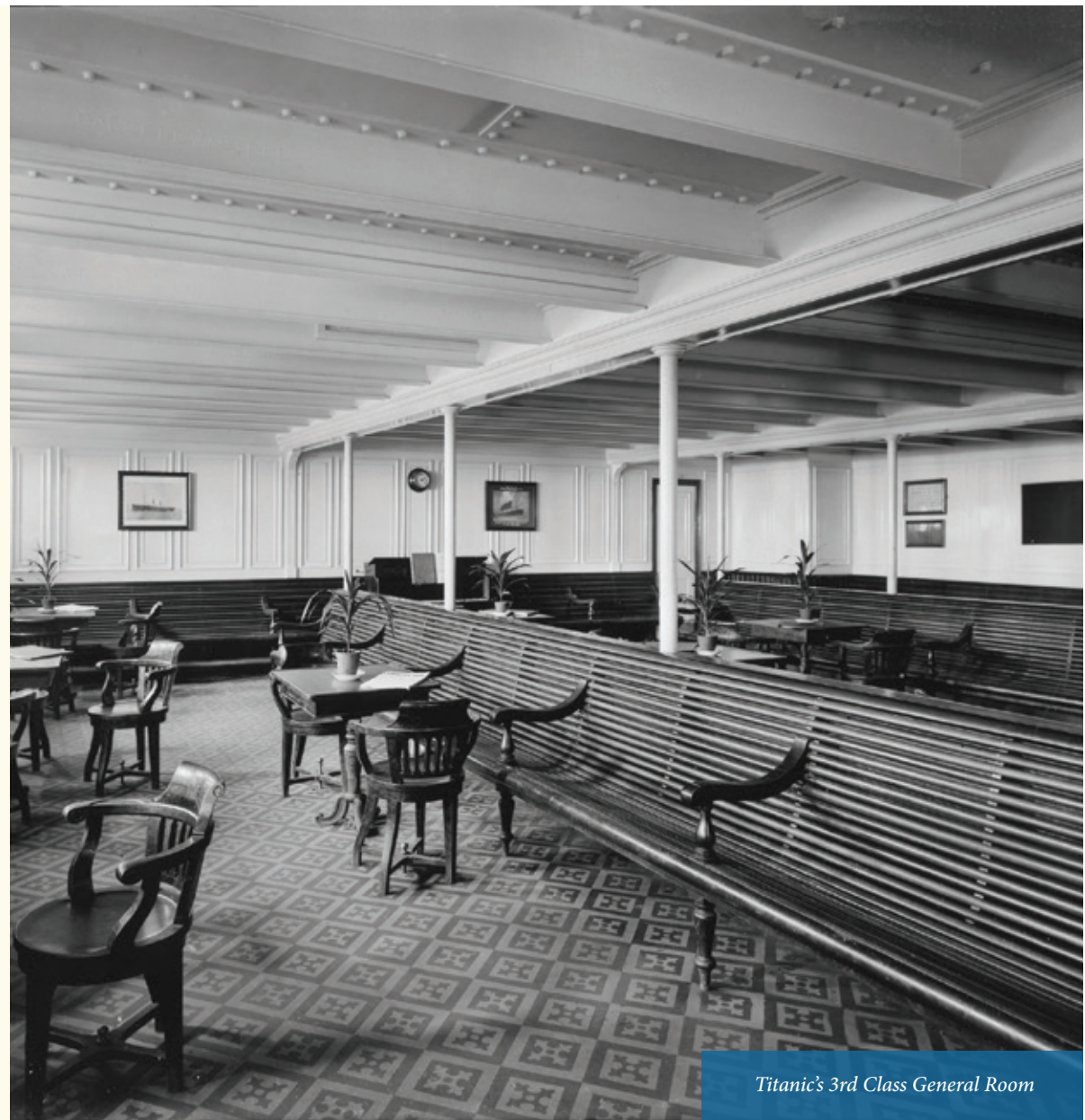
Titanic's à la carte Restaurant



Titanic's 1st Class State Room, B-58 in Louis XVI Style



Titanic's 1st Class Dining Saloon



Titanic's 3rd Class General Room

Titanic's culinary facilities were no less impressive. The First Class Dining Saloon could accommodate up to 554 passengers in one sitting. The galleys were immense and served everything from roast duckling to Waldorf pudding. An à la carte restaurant, designed in the Louis XVI style, catered to passengers who did not want to dine according to a fixed schedule or partake of set courses. Here, passengers were truly in a class of their own and ate off the finest Royal Crown Derby china and drank from Stuart crystal.

Passengers in either dining venue had their choice of wine, 'aerated waters', cigars, fresh fruit and French ice cream. Virtually any drink, dish or delicacy found ashore could be had in First Class on Titanic. While not as elaborate, the accommodations for Second and Third Class passengers surpassed similar accommodation on other ships. Second Class clientele usually consisted of professionals, businessmen and even the wealthy who preferred the relaxed social etiquette that was 'de rigueur' in First Class. Here passengers found themselves among every comfort desired, an elevator, Lounge, Smoke Room and a large Dining Saloon where the food was equally as good as in First Class and was even served out of the same kitchens.



TIT



TITANIC II



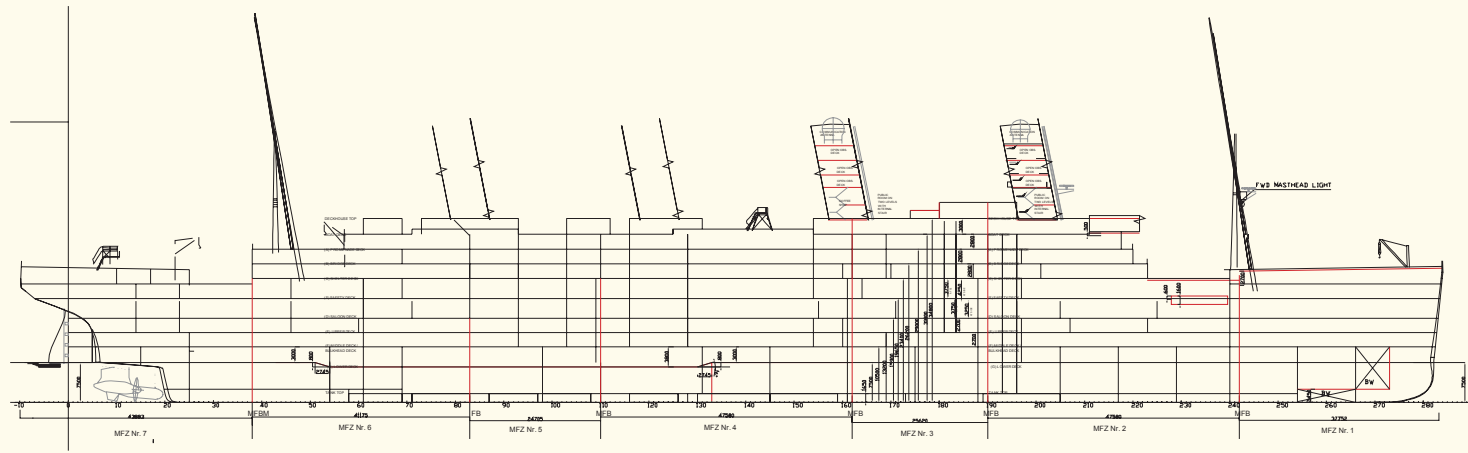
COMPANY PROFILE

Professor Clive Palmer's vision is to not only build a ship, but rebuild a legend that has captivated millions of people for over a century. Central to this vision is an authentic passenger experience that recreates life aboard the most famous passenger liner in history.

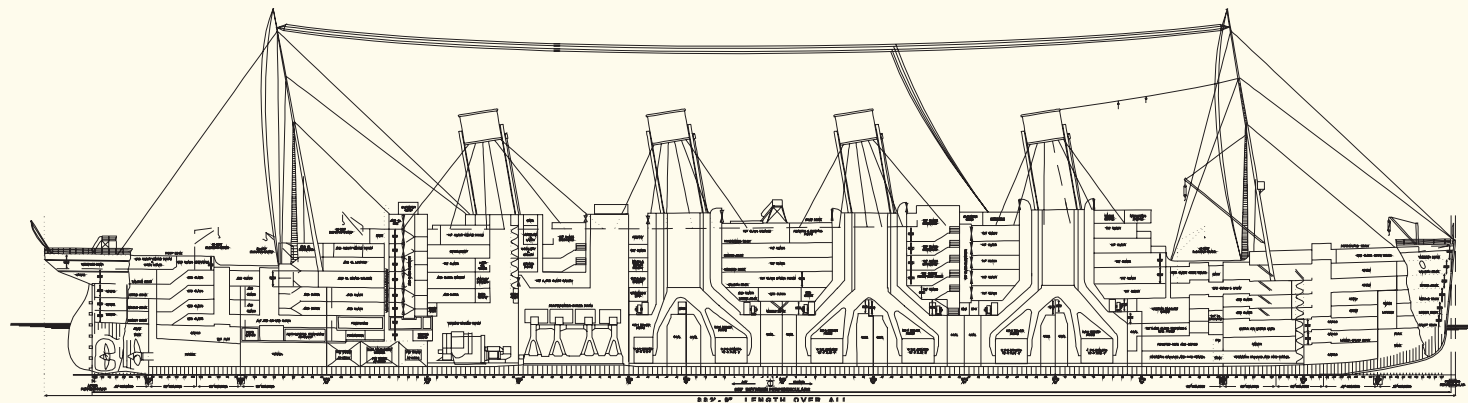
In 2012, the year of the 100th anniversary of Titanic's maiden voyage, Professor Palmer's vision evolved into a journey and Blue Star Line's vision to build Titanic II was born.

The company officially registered as Blue Star Line Pty Ltd in April 2012 and quickly established offices across Asia and Australia.

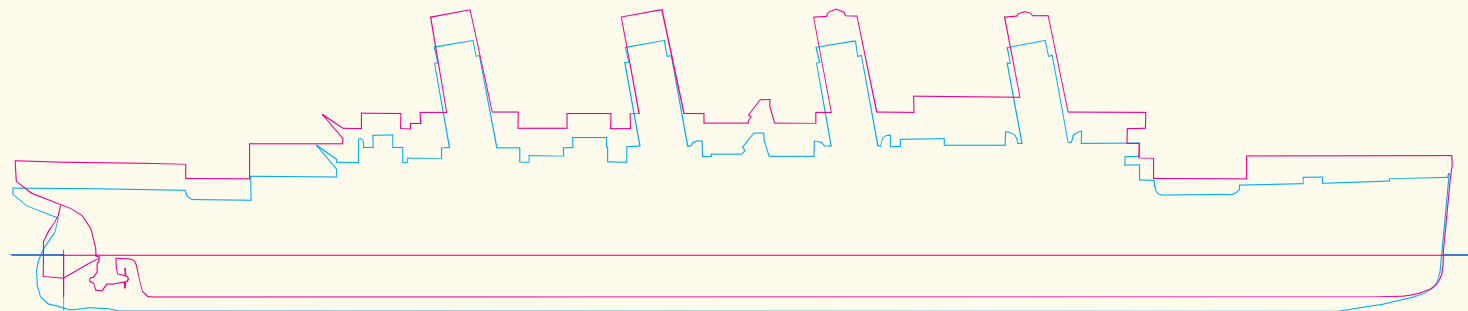
Blue Star Line engaged Chinese state-owned ship building company CSC Jinling, and Deltamarin, the Finland-based marine architects, to partner in delivering a ship of dreams - a ship that will herald the return of a legend.



Titanic II



Original Titanic



Profiles

- ✳ Titanic II in Magenta
- ✳ Original Titanic In Cyan

Titanic II – The ship where dreams come true

Blue Star Line will create an authentic Titanic experience, providing passengers with a ship that has the same interiors and cabin layout as the original vessel, while integrating modern safety procedures, navigation methods and 21st century technology to produce the highest level of luxurious comfort.

Titanic II is a unique project that will generate unprecedented international exposure and public interest. The ship will follow the original journey, carrying passengers from Southampton to New York, but she will also circumnavigate

the globe, inspiring and enchanting people while attracting unrivalled attention, intrigue and mystery in every port she visits. Titanic II will offer exclusive rights for global partners to leverage the Titanic II brand for use in their licensing, advertising and marketing campaigns. Blue Star Line will deliver unparalleled global reach for our partners' brands and products, penetrating a diverse range of markets across the world. In 1912 the Titanic was the ship of dreams. One hundred years on, Titanic II will be the ship where dreams really do come true.



Professor Clive F. Palmer

Chairman

As one of Australia's leading businessmen, a self-made billionaire with numerous and varied interests, Professor Palmer's holdings in the Australian resource industry date back to the 1980s.

Through his privately-owned company Mineralogy he controls one of the world's largest magnetite iron ore deposits and also an estimated 100 billion tonnes of coal in the Galilee basin. In addition, he owns Queensland Nickel, a company which supplies around 1% of the world's nickel.

His portfolio has expanded with the purchase of luxury resorts, golf-courses and restaurants. His passion to give back to the Queensland community has led to a proposal to revitalise tourism on the Sunshine Coast and provide jobs to the local community. His plans to redevelop the Sunshine Coast airport and attract further visitors with the construction of the world's largest dinosaur park and a vintage car museum on his 150-hectare resort in Coolum are in full swing.

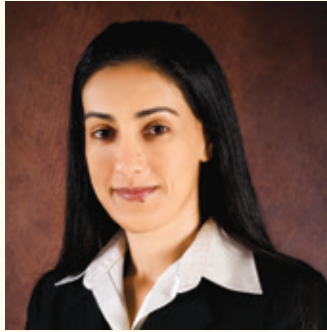
Mr Palmer is president of the World Economic Council & joint Secretary General of the World Leadership Alliance and is an adjunct professor of management at Bond University on the Gold Coast. He is involved around the world with charities such as the Duke of Edinburgh Awards, is a director and member of the President's Council of the John F Kennedy Library Foundation in Boston and is a highly regarded member of the Australian and international community.

His public profile often attracts significant media attention and he frequently participates in current affairs talk shows. He is requested to speak at conferences and events across the globe.

Professor Clive F. Palmer was made a national living treasure by the National Trust of Australia following a popular vote of the Australian people. He is a devoted family man to his wife Anna and children Michael, Emily and Mary.



TITANIC II



Baljeet Singh - World Project Director

Ms Baljeet Singh is the World Project Director of Titanic II and is also currently Legal Director of Mineralogy Pty Ltd and its group companies Waratah Coal Pty Ltd, China First Pty Ltd and Palmer Petroleum Pty Ltd.

Her business experience includes managing and running major multi-billion dollar projects in Hong Kong, China, Australia and the South Pacific. She has also been active in business matters in Europe and the United States and is experienced in international commerce.

She is responsible for all facets of the Titanic II project with the entire executive team reporting to her and she has been instrumental in finalising the design of the Titanic II to recreate the opulence and splendour of the original ship. Ms Singh is a qualified lawyer and in her legal practice has experience in intellectual property matters, copyright law and licensing.



James McDonald - Global Marketing Director

Mr James McDonald has recently returned to Australia after spending seven years abroad working in London, Hong Kong, San Francisco and New York. Originally from Adelaide, Mr McDonald has extensive corporate experience and contacts gained through his involvement in high profile mergers and acquisitions, and global public offerings (IPOs) as a project manager with corporate communication and design consultants Imagination Ltd.

His responsibility included managing financial road-shows for global organisations such as Facebook and General Motors, which included anticipating the needs of high net worth individuals with high expectations. Mr McDonald also has considerable international experience in the travel industry, with high level contacts in banking, finance, travel and hospitality.



Clive Mensink - European Director

Mr Clive Mensink is Blue Star Line's European Director and Head of European Operations.

He is an experienced Executive, having been a Director of one of the World's biggest Resource Companies and has extensive international experience.

He heads up a large recruiting operation in Europe, recruiting crew and officers for Titanic II, as well as interacting with a large number of consultants and companies throughout Europe.

He is responsible for the project's contracts and marketing operations in the European Union.

His duties include negotiation of sponsorship and endorsements from some of the World's largest companies for the project.

Mr Mensink oversaw the wave testing, including model construction for Titanic II, carried out in the Netherlands. In 2018 he will establish European Headquarters and IT function in Europe.

He is part of the team determining the final design and layout of the ship prior to the commencement of construction. He is ultimately responsible for the sourcing all products and material for the construction and operation of the ship.



“ The Chairman of the Blue Star Line, Professor Clive F. Palmer and Markku Kanerua of Deltamarin signing the commission to design Titanic II. ”



Blue Star Line announced on 19 June 2012, that Finland-based Deltamarin, a naval architecture and engineering firm, had been commissioned to design the ship. Deltamarin has undertaken a full review of the Titanic II project to ensure the vessel will be compliant with all current safety and construction regulations, as well as meeting the design criteria laid down by Blue Star Line.

Examples of their work is impressive, with ships such as ‘Celebrity Solstice’ and ‘Celebrity Equinox’, two of the most ground breaking cruise ship designs in operation today. The work now completed will enable, China’s CSC Jinling Shipyard to begin construction of the passenger liner in early 2013.



Deltamarin

Deltamarin are a Finland-based naval architecture and engineering firm. Their company promise, 'combining cost efficiency with sustainability' means that sustainable design does not have to imply added costs to ship owners or yards.

They specialise in consulting, design and engineering from small concept development tasks and studies to complete engineering packages in the marine field. Offering services to the marine and offshore industries worldwide.

Deltamarin use the latest technologies in order to respond to the latest requirements endorsed upon maritime new buildings, such as sophisticated 3D modelling commencing at the concept design phase as well as the latest

document handling and sharing applications to support effective project execution and to achieve the most optimal end result.

Their thorough understanding of performance-based legislation and good engineering, spiced up with experience and understanding of both shipbuilding and operation, has been the hallmark of their work for the last two decades.

They were working for Royal Caribbean Cruise Lines for the development of the world's largest cruise vessel, *Oasis of the Seas*, as well as for two of today's most ground breaking cruise ship design series, the Celebrity Solstice class, having a major role together with the Owner's and Yards' teams.

For more information visit www.deltamarin.com

European OperationsvTitanic II.





Titanic II Smoking Room



Titanic II Radio Room



Titanic II 1st Class Dining Room



Titanic II Grand Staircase

Titanic II

The General Arrangement plans show key features of the original Titanic and have been retained in Titanic II's design such as the Grand Staircase, Smoking Room, Verandah and Palm Courts, Café Parisien, A La Carte Restaurant, Reading & Writing Rooms, Dining and Reception Rooms, as well as the Gymnasium, Swimming Pool and Turkish Baths. A new 'Safety Deck' has been added between D and C decks and will feature state-of-the-art lifeboats, safety chutes and slides, as well as new common public rooms including a theatre and casino. Titanic II is four metres wider than the original ship, while below the waterline an improved hull form has been adopted. Combined, these features will provide additional stability and greater fuel efficiencies.



Titanic II Grand Staircase

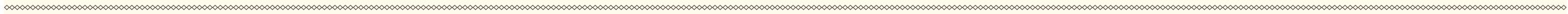


↳ *Titanic II Turkish Baths*

Through the unique Titanic II project, Blue Star Line is offering partners an exclusive opportunity to achieve significant global exposure and effectively penetrate international markets.

As one of our sponsorship partners you will have your brand and products exposed in robust markets like China and throughout the

globe. Worldwide enthusiasm, fascination and attraction to Titanic II will provide a highly effective vehicle to drive your brand into the hearts and minds of consumers. As the Titanic II project progresses, so too will the public's meaningful connection with your company.





TITANIC II GYMNASIUM

The Titanic II brand will resonate with an enormous customer base on a level that marketers around the world dream about. Titanic II is one-of-a-kind. Being part of the Titanic II project is a once-in-a-century opportunity.

Imagine your company logo hoisted proudly and prominently on one of three flag poles as Titanic II launches in Shanghai, as she sails for the very first time into Southampton or makes her way spectacularly into New York.

The Titanic II's every move will be covered by the world's media and millions of people are expected to line the shores as this ship arrives in port.



TITANIC II CAFE PARISIEN

You could own exclusive rights to unforgettable events that allow you to entertain your most valued clients or offer incentives for your highest performing employees.

You could host guests at the ship's global launch, watched by millions of people around the world, or secure the right to an owner's cabin on every voyage to use for your VIP clients or to offer as prize to loyal customers.

Visualise your product being served on the Titanic II or securing the naming rights to one of her spectacular, luxuriant rooms. With trademarks and licensing, you could even create a Titanic II edition of your product, or a limited edition that can only be purchased on the ship itself.





Blue Star Line has a wide range of innovative options for our partners to access and leverage international exposure for their brand. We can offer our global partners tailored solutions to fit their commercial, marketing and advertising objectives. These tailor-made packages will comprise a range of benefits suited to the needs of your company and may include any of the following:

Travel in style in an 'Owner's Suite' or first, second and third class accommodation for your VIP clients or best performing employees.

Maximise your brand's exposure and visibility with your company's flag hoisted on one of the ship's three flagpoles at ports around the world.

Boost your brand awareness and personal connection through naming one of the luxurious facilities aboard the ship, or having exclusive rights to use or sell your product on the ship during the sponsorship period.

Entertain with hospitality tables at Titanic II annual dinners or exclusive use of the facilities on the boat such as the First Class Dining Room or Café Parisien in ports across the world.

Learn more about her legend through exclusive ship tours with the captain of Titanic II and be the first to experience the ship with a tour of the shipyard where Titanic II is being built.

Have your 'king of the world' photographs on the bow of the ship with your logo on every image that is sold to the public during the ship open days.

Host your friends at a Titanic II launch party in Shanghai or one of a number of exclusive events around the world.

Join Blue Star Line and Titanic II in press conferences in London, New York and Asia before each of the annual dinners, or have your logo appear with all media releases and press conferences associated with Titanic II.

Access to exclusive plans of the new ship with full sets framed and autographed by Blue Star Line owner and Chairman Professor Clive Palmer.

Create intimate Titanic II editions of your products or offer exclusive Titanic II products only available on the ship with use of Blue Star Line's trademarks.

For over a century Titanic's legend has been powered by mystery, intrigue and respect for all she stood for. Millions have dreamt of sailing on her, seeing her in port and experiencing her unique majesty. Titanic II will be the ship where those dreams come true.

For more information please visit our website: www.bluestarline.com.au and express your interest using our online form.

Blue Star Line
(+61) 7 3832 2044
info@bluestarline.com.au





Titanic II visiting Shanghai



TITANIC II

To join Blue Star Line in this once-in-a-lifetime opportunity
aboard Titanic II, register your interest NOW.

www.bluestarline.com.au

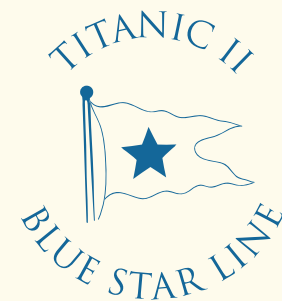
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Queensland,
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Tel: +61 7 5446 1234
Fax: +61 7 5446 2957



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Interested in: _____

Post to: Blue Star Line, Brisbane Office,
GPO Box 1538 Brisbane Qld 4001, Australia

Blue Star Line holds priority trademark applications for the following words:

Titanic
Titanic II
Titanic III
Blue Star Line
Gigantic

We also hold the trademark applications for the three famous sister ships:

HMHS Britannic
RMS Olympic
RMS Titanic

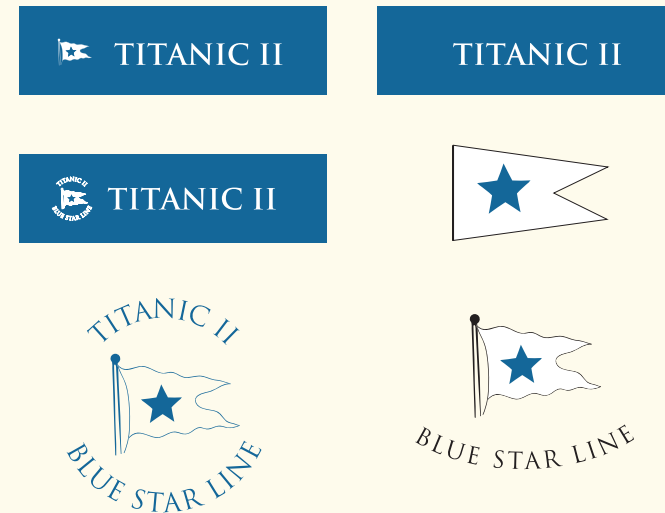


Trademark Classes

Chemicals used in industry, science and photography, as well as in agriculture, horticulture and forestry; unprocessed artificial resins, unprocessed plastics; manures; fire extinguishing compositions; tempering and soldering preparations; chemical substances for preserving foodstuffs; tanning substances; adhesives used in industry. Paints, varnishes, lacquers; preservatives against rust and against deterioration of wood; colorants; mordants; raw natural resins; metals in foil and powder form for painters, decorators, printers and artists. Bleaching preparations and other substances for laundry use; cleaning, polishing, scouring and abrasive preparations; soaps; perfumery, essential oils, cosmetics, hair lotions; dentifrices. Industrial oils and greases; lubricants; dust absorbing, wetting and binding compositions; fuels (including motor spirit) and illuminants; candles and wicks for lighting. Pharmaceutical and veterinary preparations; sanitary preparations for medical purposes; dietetic food and substances adapted for medical or veterinary use, food for babies; dietary supplements for humans and animals; plasters, materials for dressings; material for stopping teeth, dental wax; disinfectants; preparations for destroying vermin; fungicides, herbicides. Common metals and their alloys; metal building materials; transportable buildings of metal; materials of metal for railway tracks; non-electric cables and wires of common metal; ironmongery, small items of metal hardware; pipes and tubes of metal; safes; goods of common metal not included in other classes; ores. Machines and machine tools; motors and engines (except for land vehicles); machine coupling and transmission components (except for land vehicles); agricultural implements other than hand-operated; incubators for eggs; automatic vending machines. Hand tools and implements (hand-operated); cutlery; side arms; razors. Scientific, nautical, surveying, photographic, cinematographic, optical, weighing, measuring, signalling, checking (supervision), life-saving and teaching apparatus and instruments; apparatus and instruments for conducting, switching, transforming, accumulating, regulating or controlling electricity; apparatus for recording, transmission or reproduction of sound or images; magnetic data carriers, recording discs; compact discs, DVDs and other digital recording media; mechanisms for coin-operated apparatus; cash registers, calculating machines, data processing equipment, computers; computer software; fire-extinguishing apparatus. Surgical, medical, dental and veterinary apparatus and instruments, artificial limbs, eyes and teeth; orthopaedic articles; suture materials. Apparatus for lighting, heating, steam generating, cooking, refrigerating, drying, ventilating, water supply and sanitary purposes. Vehicles; apparatus for locomotion by land, air or water. Fireworks. Precious metals and their alloys and goods in precious metals or coated therewith, not included in other classes; jewellery, precious stones; horological and chronometric instruments. Musical instruments. Paper, cardboard and goods made from these materials, not included in other classes; printed matter; bookbinding material; photographs; stationery; adhesives for stationery or household purposes; artists' materials; paint brushes; typewriters and office requisites (except furniture); instructional and teaching material (except apparatus); plastic materials for packaging (not included in other classes); printers' type; printing blocks. Rubber, gutta-percha, gum, asbestos, mica and goods made from these materials and not included in other classes; plastics in extruded form for use in manufacture; packing, stopping and insulating materials; flexible pipes, not of metal. Leather and imitations of leather, and goods made of these materials and not included in other classes; animal skins, hides; trunks and travelling bags; umbrellas and parasols; walking sticks; whips, harness and saddlery. Building materials (non-metallic); non-metallic rigid pipes for building; asphalt, pitch and bitumen; non-metallic transportable buildings; monuments, not of metal. Furniture, mirrors, picture frames; goods (not included in other classes) of wood, cork, reed, cane, wicker, horn, bone, ivory, whalebone, shell, amber, mother-of-pearl, meerschaum and substitutes for all these materials, or of plastics. Household or kitchen utensils and containers; combs and sponges; brushes (except paint brushes); brush-making materials; articles for cleaning purposes; steel-wool; unworked or semi-worked glass (except glass used in building); glassware, porcelain and earthenware not included in other classes. Ropes, string, nets, tents, awnings, tarpaulins, sails, sacks and bags (not included in other classes); padding and stuffing materials (except of rubber or plastics); raw fibrous textile materials. Yarns and threads, for textile use. Textiles and textile goods, not included in other classes; bed covers; table covers. Clothing, footwear, headgear. Lace and embroidery, ribbons and braid; buttons, hooks and eyes, pins and needles; artificial flowers. Carpets, rugs, mats and matting, linoleum and other materials for covering existing floors; wall hangings (non-textile). Games and playthings; gymnastic and sporting articles not included in other classes; decorations for Christmas trees. Meat, fish, poultry and game; meat extracts; preserved, dried and cooked fruits and vegetables; jellies, jams, compotes; eggs; milk and milk products; edible oils and fats. Coffee, tea, cocoa and artificial coffee; rice; tapioca and sago; flour and preparations made from cereals; bread, pastry and confectionery; ices; sugar, honey, treacle; yeast, baking-powder; salt; mustard; vinegar, sauces (condiments); spices; ice. Grains and agricultural, horticultural and forestry products and grains not included in other classes; live animals; fresh fruits and vegetables; seeds; natural plants and flowers; foodstuffs for animals, malt. Beers; mineral and aerated waters and other non-alcoholic beverages; fruit beverages and fruit juices; syrups and other preparations for making beverages. Alcoholic beverages (except beers). Tobacco; smokers' articles; matches. Advertising; business management; business administration; office functions. Insurance; financial affairs; monetary affairs; real estate affairs. Building construction; repair; installation services. Telecommunications. Transport; packaging and storage of goods; travel arrangement. Treatment of materials. Education; providing of training; entertainment; sporting and cultural activities. Scientific and technological services and research and design relating thereto; industrial analysis and research services; design and development of computer hardware and software. Services for providing food and drink; temporary accommodation. Medical services; veterinary services; hygienic and beauty care for human beings or animals; agriculture, horticulture and forestry services. Legal services; security services for the protection of property and individuals; personal and social services rendered by others to meet the needs of individuals.

Our Logo Trademarks

Blue Star Line holds priority trademark applications for the following logos:





Brisbane

Perth

Europe

