

For Immediate Release



**Hong Kong Express Airways Limited Transforms into
Hong Kong's Own Low Fare Airline**

HONG KONG, June 26, 2013 – Hong Kong Express Airways Limited (“Hong Kong Express” or “the Company”) today announced its official transformation into a low fare airline and becoming Hong Kong’s own low fare airline.

Hong Kong Express Airways Limited Executive Chairman Mr. Yang Jian Hong said, “Today marks a new milestone for Hong Kong Express, signifying the launch of a strategic plan to transform Hong Kong Express into Hong Kong’s own low fare airline. The transformation of Hong Kong Express into a low fare airline is mainly based on the huge potential and bright prospects for the development of a low-cost aviation segment in Hong Kong. We believe that transforming Hong Kong Express into the low fare airline business model will further encourage and stimulate tourism demands and therefore provide new opportunities and momentum to Hong Kong’s tourism industry as well as its entire economy.”

The Company is based in Hong Kong, and strives to provide excellent customer experience in the air through more attractive prices and better customer service for the people of Hong Kong and surrounding regions. The Company plans to officially operate its very first flight as a low fare airline at the end of October this year. To strengthen the Company’s management team, especially with regards to the operation and management of a low fare airline, the Company has hired Mr. Andrew Cowen, an international LCC expert as a key member of senior management. Andrew Cowen will serve as Deputy Chief Executive Officer of the Company in future. He possesses very rich and deep knowledge and understanding of the aviation industry as well as operating a low fare airline, and will serve a very important role during the execution of the transformation plan.

Mr. Andrew Cowen was honoured to be appointed Deputy Chief Executive Officer Designate of the Company, saying, “In the coming days we will work around the clock to not only provide affordable fares to the Hong Kong people and visitors to and from Hong Kong, but will also provide innovative quality customer service. We will continue to announce more details. We will fully take advantage of the Company’s local expertise and inherent advantages to work together to build Hong Kong’s own low fare airline.”

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To tie in with the successful implementation of the transformation plan, the Company is making full use of its own and Hong Kong Airlines' existing resources and network advantages while expanding its fleet and increasing routes. With regards to its fleet, the Company will increase its current number of aircraft from three to five by September this year, and plans to reach a target of around 30 aircrafts in five years. With regards to routes, the Company will complement its sister company Hong Kong Airlines, having currently identified new routes including Kunming and Chongqing in Mainland China and Kota Kinabalu in Malaysia; more routes will be announced in the future. Main operating regions are Southeast Asia, Mainland China, Japan and Korea.

Mr. Yang concluded, "The transformation is a new challenge that we have set for ourselves. We are well prepared and we believe that with our hard work and innovation, we will surely be able to provide customers with superb service and experiences by offering more value-added services and more attractive prices."

For more information, please visit the Company's official website at www.flyhkepress.com.

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For media enquiries, please contact:

Hong Kong Express Airways

Charles Johnson

General Manager: Marketing, PR, Product and Ancillary Revenue

Email: charles.johnson@flyhkepress.com



**Hong Kong Express Airways Limited
轉型成為香港自有的低成本航空公司**

香港，2013年6月26日－ Hong Kong Express Airways Limited (「本公司」) 今日宣佈正式轉型為低成本航空公司並成為香港本地自有的低成本航空公司。

Hong Kong Express Airways Limited 執行董事長楊建紅先生說：「今天對於我們而言是一個里程碑，標誌著 Hong Kong Express 轉型為香港自有的低成本航空公司的計劃啟動。是次轉型主要基於低成本航空業在香港的發展前景樂觀，而且潛力巨大。我們相信低成本航空的運作模式將進一步推動並刺激新的旅遊需求，並為香港旅遊業以至整體經濟提供新的發展機遇和動力。」

本公司立足香港，致力透過更吸引的價格和更優質的服務為香港及鄰近地區的顧客提供卓越的空中體驗，計劃於今年 10 月下旬航班換季時以低成本航空的新身份正式首航。為加強本公司管理層在低成本航空方面的運營及管理能力，本公司從海外聘請了以 Andrew Cowen 先生為首的高層管理團隊。Andrew Cowen 先生將候任本公司副行政總裁，其對航空業及低成本航空公司管理擁有豐富而深入的了解和認識，將在本公司此次轉型計劃的實施擔當著重要角色。

Andrew Cowen 先生對即將出任本公司副行政總裁深感榮幸，並表示：「在未來的日子裡我們將致力向香港市民及往返香港的旅客提供經濟實惠的票價，及為各位提供創新、優質的客戶服務，隨後我們將公佈更多相關細節。我們將充分發揮本公司為香港本地公司的優勢，團結一致，共同努力打造我們香港自有的低成本航空公司。」

為配合此次轉型計劃，本公司會充分利用自身及香港航空的現有資源及網絡優勢，更會擴充及調整現有機隊和增加航線。本公司的機隊將會由目前的 3 架增加到今年 9 月份的 5 架，並計劃在未來五年內達到約 30 架的目標。航線方面，本公司將與姊妹公司香港航空有限公司合作提供航班，目前已確定的新航線包括中國大陸的昆明和重慶及馬來西亞的沙巴，未來還會公佈更多的新航線。主要運營地區為東南亞、中國大陸、日本及韓國。

即時發佈

楊建紅先生總結說：「此次轉型是我們對自身提出的一個新的挑戰。我們已經做好準備，並相信憑藉我們的努力和創新一定能為廣大客戶帶來附加值更高、價格更吸引人的卓越服務及體驗。」

如欲獲取更多資料，請瀏覽本公司官方網站：www.flyhkexpress.com。

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媒體查詢，請聯絡：

安達信顧問公司 (Artemis Associates Limited)

陳靜薇	電話: +852 2861 3266	agnes.chan@artemisassociates.com
楊靖俊	電話: +852 2861 3234	jonathan.yang@artemisassociates.com
董鎮廷	電話: +852 2861 3278	justin.doone@artemisassociates.com