

**Hong Kong Express Airways appoints Strategic Communications Consultants
for PR support and PacificLink iMedia for digital strategy**

Hong Kong, 5 July 2013 – Hong Kong Express Airways Limited (“Hong Kong Express”), Asia’s newest low cost carrier (LCC) has appointed Strategic Communications Consultants (SCC), a subsidiary of Strategic Public Relations Group (SPRG), to manage its public communications efforts in Asia.

SCC has been brought on board to assist Hong Kong Express in covering its corporate, trade and consumer communications, as well as managing events and special promotions.

The transformation of Hong Kong Express into a LCC is based on the huge potential and bright prospects for the development of a low-cost aviation segment in Hong Kong.

“We are pleased to be working with SCC, given their record of exciting and dynamic PR campaigns,” said Andrew Cowen, Deputy C.E.O Designate of Hong Kong Express.

Vivian Fok, Managing Director of SCC added, “SCC is incredibly excited to be working with Hong Kong Express, Hong Kong’s own low fare carrier. Hong Kong people have been crying out for a Hong Kong-based airline that offers competitive prices and great destinations. We look forward to communicating to the public what fantastic value and service Hong Kong Express can offer them.”

PacificLink iMedia Limited, one of the largest independent digital agencies in the Asia Pacific region, has been appointed as the digital communications partner.

“We are enthusiastic in bringing an all-new online booking environment, engaging social media platform and holistic digital brand experience to the customer,” said Moski Mok, Regional Business Director of PacificLink.