

For Immediate Release

## HK Express Launches the “Name the Plane” Competition

### Hong Kong People are Given the Opportunity to Name Entire Fleet

HONG KONG, August 8 2013 – HK Express, Hong Kong’s one and only low-cost carrier, recently announced its newest route to Tokyo, as chosen by its travel-savvy fans and followers. Following the success of the “Dream Destination” competition, Hong Kong’s affordable airline invites the people of Hong Kong to once again exercise their imaginations with its “Name the Plane” competition.



The “Name the Plane” competition appeals to the creativity of the people of Hong Kong, this time asking them to come up with a name for not just one, but five of HK Express’ airplanes, which will then be boldly emblazoned on the side of each plane.

HK Express is looking for original and inspired theme with a suitably Hong Kong twist. They are then asking the people of Hong Kong to let their imaginations run wild and think of a unique collection of names to go with the chosen theme. It could be anything from Hong Kong’s most famous street names to the names of legends, past and present, that hail from Hong Kong. Contestants should try and think of a strong theme that can link the five different planes together.

In case the reality of seeing their names on the side of a plane wasn’t enough of an incentive to enter, the winner of the competition will win two tickets on one of HK Express’ inaugural flights this October 2013; that should be enough to ignite some creative sparks!

Andrew Cowen, Deputy Chief Executive Officer Designate of HK Express said, “We are incredibly appreciative of the people in Hong Kong for their overwhelmingly warm response to the “Dream Destination” competition. We really want them to feel involved in HK Express and be

able to identify with it as their own airline, which is why we are appealing to them again to make their mark, visibly this time, on HK Express' airplanes. This campaign is exciting for us, despite not being new to the aviation industry itself, we wanted to bring it to Hong Kong to help us interact more with our guests and to build the best possible relationship with them".

Visit: <http://www.hkexpress.com/facebook>

<b>Details of HK Express' "Name the Plane" Competition:</b>	
<b>Structure</b>	'Like' the HK Express Facebook page at <a href="http://www.hkexpress.com/facebook">http://www.hkexpress.com/facebook</a> or register your details at <a href="http://www.hkexpress.com">hkexpress.com</a> to suggest your theme for the names of HK Express' planes.
<b>Duration</b>	The competition begins on Thursday August 8, 2013 and closes at 11.59pm (Hong Kong time) on Sunday August 25, 2013.
<b>Prize:</b>	<b>Winner:</b> Two tickets on one of HK Express' inaugural flights in October 2013.
<b>Website</b>	Hong Kong Express Airways Facebook page: <a href="http://www.hkexpress.com/facebook">http://www.hkexpress.com/facebook</a> Hong Kong Express Airways website: <a href="http://www.hkexpress.com">hkexpress.com</a>
<b>Results Announcement</b>	The winner will be announced Friday August 30, 2013 on our Facebook page.

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即時發佈

## HK Express 第二擊活動「我的名字·您的主意」 變身航空界話事人 為屬於香港人的航機命名

(香港·2013年8月8日)屬於香港人的航機，由香港人命名。最近宣佈轉型為低成本航空公司的HK Express，繼續讓香港人揸fit話事！早前HK Express所舉辦的頭炮活動「去邊度您話事」共吸引過1300人參加，facebook專頁fans頓時倍增至近萬人，一同見證東京成為首個由香港人話事的航線。緊接而來的第二擊活動「我的名字，您的主意」，繼續讓香港人變身航空界話事人，為屬於香港人的航機命名。



「我的名字，您的主意」召集所有夠創意、夠獨特，而又富有香港特色的**航機命名主題**，為HK Express未來將陸續投入服務的頭5班航機「起名」，建立一隊真正屬於香港人的機隊！脫穎而出的命名主題，不但會成為航機的「起名」藍本，名字更會出現於航機機身，帶著香港的特色飛上高空！

今次命名主題「零限制」，香港人可繼續變身航空界話事人，發揮無限創意，自由提出意屬的命名主題，例如：香港特色街道、點心系列班機、香港街頭小食機隊等等。由**8月8日起至8月25日**，參加者可登入HK Express Facebook或在flyhkepress.com輸入相關資料，再填寫所提議的命名主題及提供相關例子。只要您提出的命名主題夠別出心裁，以及深富香港本土特色，就有機會可夢想成真，獲得HK Express於10月首航的機票兩張，坐上由您命名的航班翱翔天際！

HK Express 副行政總裁 Andrew Cowen 對命名主題表示期待：「我們非常欣賞及感謝香港人對HK Express頭炮活動『去邊度您話事』的積極參與，希望香港人可以感受到HK Express是一家真正屬於香港的航空公司，這也是我們舉辦『我的名字，您的主意』的目的，希望可以由香港人話事，將更多香港元素加入HK Express中。事實上，其他國家如德國亦一早試過將航機命名權交給顧客，今次我們特別將這個活動帶來香港，和顧客增加互動性，建立更好關係。」

<b>HK Express 「我的名字・您的主意」活動詳情</b>	
<b>參加方法</b>	Hong Kong Express Facebook 專頁的活動頁面或在 flyhkexpress.com 輸入相關資料，並填寫所提議的航機命名主題及例子
<b>活動日期</b>	2013 年 8 月 8 日開始至 2013 年 8 月 25 日晚上 11 時 59 分止
<b>獎品</b>	HK Express 首航機票共兩張
<b>活動專頁</b>	HK Express Facebook 專頁： <a href="http://www.hkexpress.com/facebook">http://www.hkexpress.com/facebook</a> HK Express 網址： <a href="http://hkexpress.com">hkexpress.com</a>
<b>結果公佈</b>	結果將於 2013 年 8 月 30 日在 Hong Kong Express Facebook 專頁公佈。 得獎者將獲 Hong Kong Express 以電郵通知。