



For Immediate Release

***HK Express Airways Announces Unbelievably Low Air Fares to 7 Destinations
One Way Flights from as little as \$228!***

Hong Kong, 12 September, 2013 – For months, HK Express has been in the process of transforming itself into Hong Kong's one-and-only low-fare airline. Now, HK Express is pleased to announce that the process is nearly complete. Ahead of its first flight as a low-fare airline in October, HK Express today went on sale with unbelievably low airfares to seven destinations.

As of today, Hong Kongers can jump online to www.hkexpress.com and start planning their dream holidays at never-before-seen low prices to destinations including Chiang Mai, Kota Kinabalu (Sabah), Kunming, Phuket, Taichung and Tokyo Haneda. To commemorate with the launch, HK Express today announced yet another new route, Osaka Kansai, Japan.

HK Express makes its debut flight as Hong Kong's low-fare airline on 27 October 2013, marking the end of overpriced airfares to and from Hong Kong once and for all. This is the beginning of a new phase in travel for Hong Kongers – who for too long have been denied low-fare flights to their favourite destinations. By going online today, visiting your local travel agent or calling (+852) 3902 0288, guests of HK Express will be able to book one-way tickets to 7 destinations (please refer the Appendix I & 2 to get further information of airfares and route schedule).

“We really want to make air travel open to everyone and with today's launch we hope that will become possible. For too long the people of Hong Kong have been paying too much for air travel so we are extremely excited to be able to offer them safety and convenience at amazing prices; this is the dawn of a new era in Hong Kong's aviation history. As we said before, the tickets really are cheaper than a rice-cooker!” says Andrew Cowen, Deputy Chief Executive Officer of HK Express.

We expect the launch of sales today together with our unbeatable fares; will enable us to achieve double digit growth in our market share within the coming three months. We are targeting to carry at least 1.5 million passengers in the first year of operation.”



Indeed, HK Express are confident that their position as Hong Kong's one-and-only low-fare airline, will not only providing the people of Hong Kong with incredibly priced flights, but also creating more jobs for local people as HK Express plans to increase its staff numbers from 232 today to over 600 by the end of 2014.

“Currently, our fleet consists of five aircraft and we will grow this to in excess of 30 aircraft within five years. This fleet growth will enable us to double the number of destinations to which HK Express' low fares are available by summer of 2014. We are confident that our plans will be well received by the people of Hong Kong and together we will build the first successful low-cost carrier in Hong Kong!” added Mr. Cowen.

即時發佈

HK Express 正式宣布開賣 日本大阪加入成全新航點
至筭單程票價由\$228起 驚喜價伴您平飛 7大旅遊勝地

(香港·2013年9月12日)各位乘客準備好，全城期待的香港平價旅遊熱正式爆發！籌備多月，唯一一間以香港為家的低成本航空公司 **HK Express** 今日正式宣佈開賣，並一次過公佈 **7** 個航點的至筭機票價格，讓您作好準備，隨時即按專頁 www.hkexpress.com，以低至\$228的單程機票價格，登上10月HK Express轉型後首班航機翱翔天際。HK Express更同時公佈將港人旅遊熱點日本大阪納入平遊版圖。HK Express其他航點包括清邁(泰國)、亞庇(馬來西亞)、昆明(中國)、布吉(泰國)、台中(台灣)及東京-羽田(日本)。

轉型後的HK Express將於2013年10月27日進行首航，正式為機票標價過高的時代畫上完美句號，為香港航空史立下里程碑，和全港一同踏入平價旅遊新世代，以前所未有的筭價零負擔出走世界各地。由今日起，只需登入HK Express專頁 www.hkexpress.com、聯絡各大旅行社或致電客戶服務熱線：(+852) 3902 0288，便可以抵飛價訂購單程機票前往7大航點（機票價格及航班詳情請參考附件）。

HK Express副行政總裁 Andrew Cowen表示：「我們希望每位市民都能夠輕鬆感受飛行樂趣，由今天起，平價旅遊將會成為每人日常生活的一部份。香港人過往已為過高的機票成本付出實在太多，我們很高興HK Express讓大家可以以超值票價，享受安全舒適的空中體驗，一同開創香港航空史上新一頁。如我們所言，機票真的可以平過電飯煲！我們預期隨著今日機票開售及無可匹敵的優惠價格，我們的市場佔有率於未來3個月內將會達至雙位數字增長，並預計於未來一年可為至少150萬位乘客服務。」

作為唯一一間以香港為家的低成本航空公司，HK Express除了致力為全港提供超乎想像的機票價格外，亦會為香港人開創更多就業機會，以更龐大的團隊配合未來大量工作需求，預計於2014年底，HK Express的員工數目將會由現時232名增加至超過600名。

Andrew Cowen 補充：「現時HK Express擁有5架航機，計劃於未來5年內把機隊增至30架。隨著機隊數目增加，於2014年夏季前我們的航線亦將增加至現時的兩倍。我們有信心HK Express會在香港人的支持下，成為香港第一間成功的低成本航空公司。」

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