



For Immediate Release

Experience the Enticing Tastes of Penang with HK Express – from HK\$68!!

PLUS! Thailand and Malaysia HK\$88 Super Saver Sale – Unbelievably Low Fares to Delectable Destinations

And Even More Exciting Announcements from HK Express to Come!

Hong Kong, 26 September, 2013 – HK Express has already announced incredibly low fares to seven spectacular cities. Today, HK Express adds yet another destination to its ever increasing list of locations - Penang!

This announcement is only the first of a fresh wave of exciting news, activities and events to come from HK Express in the next few weeks leading up to their first flight as Hong Kong's one-and-only low-fare airline on October 27, 2013.

But back to Penang – it's a place with a rich and colourful multicultural society where you can sample the delicious tastes of traditional "hawker food", ranked as among the top 10 best street food experiences in the whole of Asia. And best of all, you can get there from only HK\$68 one-way! Visit www.hkexpress.com from today to book.

And as if that wasn't enough, to celebrate the Penang launch, for a limited time only HK Express is holding a super saver sale on all its flights to Thailand and Malaysia, meaning that you can secure yourself a one-way fare from Hong Kong to Phuket from as little as HK\$88, to Chiang Mai from just HK\$88 and to Kota Kinabalu (Sabah) from an amazing HK\$88.

Andrew Cowen, Deputy C.E.O of HK Express, was thrilled by the addition of the newest destination, saying; "Penang is one of those fantastic cities that has so much to offer. Its multicultural character is visible all over the island and it's that diversity, not to mention the incredible food, which has made it a favourite of so many. HK Express is committed to opening up such fantastic destinations and making them more accessible to all, and that's exactly what we are trying to do with our incredibly low fares". HK Express recently launched their booking website, www.hkexpress.com, which received over 50,000 visitors in just two days.



The super saver sale on HK Express flights to Malaysia and Thailand are available for purchase from September 26 to September 29, 2013 for travel between 27 October and 29 March, 2014.

*Penang flights are available for travel between November 14 and March 29, 2014.

Seats are limited, fuel surcharges and government imposed taxes apply. Visit www.hkexpress.com to book and for all conditions.

Destination	Travel Period	Booking Period	Price
Penang	Nov 14 – Mar 29, 2014	Sept 26-Sep 29	HK \$68
Phuket	Oct 27 – Mar 29, 2014	Sept 26 – Sept 29	HK \$88
Chiang Mai	Oct 27 – Mar 29, 2014	Sept 26 – Sept 29	HK \$88
Kota Kinabalu (Sabah)	Oct 27 – Mar 29, 2014	Sept 26 – Sept 29	HK \$88

即時發佈

HK Express 雙重驚喜撲埋身 帶您\$68 輕鬆玩轉檳城 平飛當地品嚐著名夜市 加推泰國、馬來西亞\$88 機票優惠 震撼旅遊界

(香港·2013年9月26日)為準備迎接10月27日的首航旅程，HK Express 已急不及待為大家送上兩大喜訊，再度宣佈**新增熱門航點—檳城(馬來西亞)**，9月26日起更可以低至**\$68*單程票價**直飛當地。為慶祝新航點的誕生，HK Express更首次推出極筭單程票價優惠，fans可以由9月26日至9月29日起，以**超級震撼價\$88***訂購由香港出發泰國及馬來西亞的**單程機票優惠**，航點包括大熱旅遊點亞庇(馬來西亞)、布吉(泰國)及清邁(泰國)，用一餐晚飯價錢飛至外地任我行，平至令人感到「非走不可」的機票誘惑。

檳城是一個多元文化城市，而愛逛夜市的香港人，更不得不試當地品嚐著名的傳統街頭小食，因為檳城曾被推選為亞洲 10 大街頭美食城市，必吃美食包括檳城叻沙、福建面、雲吞面、扁擔飯、囉惹、鹵肉、咖哩面等。HK Express 的**\$68***單程票價讓大家真正體驗平遊大地，感受零負擔的機票價格，隨時在繁重生活壓力中即飛減壓。優惠機票數量有限，售完即止。

HK Express 副行政總裁 Andrew Cowen 表示：「檳城是絕佳的旅遊地點，是一個充滿活力動感的城市，集豐富美食、新舊建築於一身，深受旅客的喜愛。我們希望加推的航點讓大家以超抵價體驗輕鬆旅遊的真諦。」HK Express 最近更正式啟動其官方網站 www.hkexpress.com，點擊率於短短 2 日更突破 5 萬人次，突顯香港人對平價旅遊的無盡渴求。

票價詳情：

航線	售賣日期	旅遊日期	震撼價
香港 → 檳城(馬來西亞)	9月26至29日 (共4天)	2013年11月14日至 2014年3月29日	\$68*
香港 → 亞庇(馬來西亞)		2013年10月27日至 2014年3月29日	\$88*
香港 → 布吉(泰國)			
香港 → 清邁(泰國)			

*以上單程票價並不包含燃油附加費及其他政府徵收之稅項。

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