

For Immediate Release

***HK Express Skyway to Love Competition Calls for Entries
Family and Friends Will Witness the Winning Couple Getting Married Up In the Sky
Enjoy an Unforgettable Honeymoon in Phuket***

Hong Kong, 15 January, 2014 – Weddings are one of the most unforgettable events in any couple’s relationship and everyone dreams of making theirs truly unique. Originality can be hard to come by, but holding the ceremony 30,000 feet high in the sky, wearing the dress of your dreams and surrounded by friends and family sounds pretty hard to beat. This is exactly what HK Express, Hong Kong’s one-and-only low fare airline proposes for one lucky couple as part of its *Skyway to Love* competition.

To be in with the chance of winning a genuinely memorable wedding for you and your beloved, you need to capture the heart-warming moment of your proposal and upload the video to HK Express’ Facebook page (www.hkexpress.com/facebook) from 20 January to 3 February 2014. HK Express will then select five of the best, most moving, most uplifting or most hilarious videos to face the public vote, which will open on 6 February 2014 and last for a week.

On 8 February 2014, HK Express and each of the final five couples will take to the streets, with the couples canvassing for votes as well as several surprises and prizes in store for the public.

The video with the most ‘likes’ on 14 February, 2014 will win the incredible wedding prize. The winning couple will express their eternal love in a beautiful wedding ceremony high in the sky on 20 May, 2014, with up to 12 family members and friends also present to witness the special moment. The date has been chosen because it bears a very special significance, as the pronunciation of 14520 in Putonghua sounds like “Love You Forever” in Chinese, mirroring the commitment the winning couple will be making to each other.

In addition, HK Express will also provide the winning couple and up to 12 family members and friends with free return tickets[#] to Phuket. And, as if that weren’t already enough, HK Express will also provide a complimentary wedding photographer, wedding wardrobes for the bride and groom, a make-up artist for the bride and three nights free accommodation in a double room at the luxury Paresa Resort Phuket. The campaign is supported by the Tourism Authority of Thailand.

To show that love is all around, the public can get involved in the *Skyway to Love* canvassing day on 8 February 2014 at Causeway Bay. After voting for their favourite proposal on HK Express’ Facebook

[#] Airport taxes, airport security fees and fuel surcharges are included

^{*} Airport taxes, airport security fees and fuel surcharges are not included

page, members of the public will get a chance to win one of the incredible prizes on offer. Prizes include 300 round trips from Hong Kong to Osaka-Kansai*, Penang* or Chiang Mai*, increasing the love at this most romantic time of the year. HK Express captains and cabin crew will also be available for photo opportunities. Prizes are limited and only available while stocks last.

Details of HK Express Skyway to Love Campaign:

Date:	20 January, 2014 to 3 February, 2014
Structure:	Upload a video of your proposal to HK Express Facebook page (www.hkexpress.com/facebook) from 20 January to 3 February 2014. HK Express will select five videos to face the public vote opening on 6 February 2014. In addition, HK Express and the nominated couples will canvass for votes on 8 February 2014.
Grand Prize:	The winning couple will be entitled to have their wedding ceremony high in the sky on 20 May, 2014, with up to 12 family members and friends to witness the special moment. Prizes includes, <ul style="list-style-type: none"> - Wedding ceremony on flight to Phuket - 14 free round-trip tickets from Hong Kong to Phuket[#] - Free accommodation at Paresa Resort Phuket, Double Room for 3 nights (only for the winning couple) - Wedding dinner in Paresa Resort Phuket (for up-to 14 guests in total) - 1 set of bride and groom outfits from Eternity Wedding Service - Wedding photography service, bridal make-up and styling service from Capture Styling & Photography - 1 pair of I-Primo Cocoheart wedding rings - Phuket Oasis Spa Coupons
4 Runners-up:	Prizes includes, <ul style="list-style-type: none"> - 2 round-trip air tickets* - Overseas wedding photography, makeup and hair styling services - Wedding gown and tuxedo rental

Airport taxes, airport security fees and fuel surcharges are included

*Tickets do not include the fuel surcharge and all government imposed taxes and surcharges. Destinations include Penang, Kunming, Taichung and Phuket.

Terms and Conditions of HK Express Skyway to Love Campaign:

- Each person may submit only one entry.

- Entrants must be at the age of 18 or above, permanent Hong Kong residents.
- To participate, entries must be submitted through the contest application.
- The length of video is 2 minutes maximum.
- Winners will be notified by an announcement on Hong Kong Express' Facebook page and an e-mail from the airline.
- In case of any dispute, the decision of HK Express shall be final.

Details of HK Express Skyway to Love Canvassing Day

Date:	8 February, 2014 (Saturday)
Time:	2-4p.m.
Venue:	Pedestrian Street in Causeway Bay
Structure:	<p>Vote for the most heart-warming proposal video on HK Express' Facebook Page.</p> <p>Prizes includes,</p> <ul style="list-style-type: none"> - 300 round-trip tickets from Hong Kong to Osaka-Kansai*, Penang* or Chiang Mai* - Bridal Cake - Complimentary Gift

* Airport taxes, airport security fees and fuel surcharges are not included

Terms and Conditions of HK Express Skyway to Love Canvassing Day:

1. The winner of the air ticket awarded must be the one of the travelling party, this is non-transferable. All winners' names and ID card numbers logged within HK Express' Registration System shall be final.
2. HK Express reserves the right to demand presentation of the original redemption letter for verification.
3. Winner be a Hong Kong permanent resident aged 12 years or above.
4. Each person can only receive 1 award.
5. Travel period of Penang flights must be completed on or before 29 May, 2014. The travel period of Chiang Mai and Osaka flights are on or before 29 March, 2014. Osaka flights are only valid for UO688/UO689.
6. All tickets issued are non-refundable and non-transferable. Other Terms and Conditions apply.
7. There are a limited number of tickets available for each destination. The reservation is designated on a first-come, first-served basis. If the flight schedule is full, please select another time slot that is not full yet.
8. The winner is responsible for obtaining a valid visa for the destination, if necessary.
9. Air tickets are non-refundable; terms and conditions apply.
10. Airport taxes, airport security fees and fuel surcharges are not included.
11. In case of any dispute, the decision of HK Express shall be final.



About HK Express:

HK Express commenced flights on 27 October 2013 from their home in Hong Kong, as Hong Kong's only low-fare airline. HK Express flies to Phuket and Chiang Mai in Thailand, Taichung in Taiwan, Kunming in Mainland China, Kota Kinabalu (Sabah) and Penang in Malaysia, and Tokyo-Haneda and Osaka Kansai in Japan. For more information, please visit hkexpress.com, follow us on Sina Weibo: weibo.com/hkexpress or refer to our Facebook fan page: hkexpress.com/facebook

即時發佈

HK Express「囍」飛浪漫啟航大招募 全城公投終極浪漫準新人飛往布吉 三萬呎高空與親友見證空中婚禮

(香港·2014年1月15日) 婚禮是人生的重要時刻，每個人皆期待擁有一個與別不同的婚禮，披上嫁衣在親友見證下於空中舉行婚禮，相信一定會令人畢生難忘。一向為旅客送上無限驚喜的HK Express，於1月20日至2月3日特別呈獻「囍」飛求婚短片比賽，讓市民一起選出最動人的浪漫片段，為香港首對舉行空中婚禮的新人獻上真摯祝福。更特別挑選別具意義的2014年5月20日為重要日子，讓一對新人於三萬呎高空齊聲高呼「一世我愛你」(取其「14520」之諧音)，乘著幸福「囍」飛！

參加者只需於1月20日至2月3日期間，將求婚片段上載至HK Express Facebook專頁(www.hkexpress.com/facebook)。由2月6日起，HK Express將會選出五段入圍短片供網上投票，一人一票選出冠軍。另外，HK Express及入選準新人會於2月8日(星期六) 走遍香港為其求婚片段拉票造勢，屆時HK Express亦會為香港市民帶來驚喜。而在2月14日(星期五)前獲得最多「LIKE」的一對準新人，即可於2014年5月20日在空中舉行「一世我愛你」婚禮及贏取浪漫布吉蜜月之旅。是次活動並由泰國政府旅遊局全力協助。

在HK Express的精心安排下，該對準新人可於5月20日攜手共渡甜蜜之旅，更可與12位親朋好友一起在三萬呎高空下見證重要時刻。此外，HK Express亦會提供免費來回機票[#]，讓一對新人及12位親友一起飛往布吉舉行婚禮派對。新人更同時免費享用婚紗攝影服務、新人服飾、新娘化妝服務及免費入住三晚Paresa Resort Phuket的雙人酒店套房等，讓新人有個難忘的新婚蜜月之旅，為「520」留下永恆印記。

為了與全城市民一起分享結婚的喜悅，市民可於「囍」飛拉票活動當天(即2月8日)在銅鑼灣街頭，現場登入HK Express Facebook專頁投選「囍」飛最動人短片，即可參加「囍」飛有獎遊戲，贏取豐富獎品。HK Express將準備超過300套香港來回大阪*、檳城*或清邁*的機票作獎賞，讓市民在歡樂中一起為五對入圍準新人送上祝福。當日，市民亦可以與機長及機艙服務員拍照留念。獎賞機票數量有限，送完即止。

[#] 已包括機場稅、燃油附加費及其他額外收費。

* 不包括機場稅、燃油附加費及其他額外收費。

HK Express 「囍」飛浪漫啟航活動詳情：

日期：	2014 年 1 月 20 日 (星期一)至 2 月 3 日(星期一)
參加辦法：	於 1 月 20 日至 2 月 3 日,將求婚片段上載至 HK Express Facebook 專頁(www.hkexpress.com/facebook)。由 2 月 6 日起, HK Express 將會選出 5 段入圍短片供網上投票。另外, HK Express 及入選準新人會於 2 月 8 日(星期六) 走遍香港為其求婚片段拉票造勢。
終極大獎： (一名)	<p>得獎準新人可於2014年5月20日,與12位親朋好友一起在三萬呎高空下見證重要時刻。其他獎品包括：</p> <ul style="list-style-type: none"> - 於前往布吉的航班上舉行空中婚禮 - 14 張免費香港來回布吉機票[#] - 三晚 Paresa Resort Phuket 雙人酒店套房一間 (只供終極大獎得獎新人) - Paresa Resort Phuket 新婚慶祝晚宴 14 位 - Eternity Wedding Service 新娘及新郎服飾各一套 - Capture Styling & Photography 婚紗攝影服務、新娘化妝及造型服務 - I-Primo 結婚戒指一對 - 布吉 Oasis Spa 水療按摩禮券
二獎： (共四名)	<ul style="list-style-type: none"> - 2 張免費自選航點來回機票* - 新娘化妝、造型及婚紗攝影服務 - 新娘及新郎服飾各 1 套

[#] 已包括機場稅、燃油附加費及其他額外收費。

* 不包括機場稅、燃油附加費及其他額外收費。選擇航點包括檳城(馬來西亞)、昆明(中國)、台中(台灣)及布吉(泰國)。

HK Express 「囍」飛浪漫啟航條款及細則

- 每人只可參加活動一次。
- 適合十八歲或以上的香港永久居民參加。
- 參加者必須通過大會程序遞交提交申請表。
- 短片長度為不多於 2 分鐘。
- 比賽結果會於 HK Express Facebook 專頁公佈,並以電郵方式通知得獎者。
- 有任何爭議, HK Express 將保留最終決定權。

HK Express「囍」飛拉票活動詳情：

日期：	2014年2月8日(星期六)
時間：	下午二時至四時
地點：	銅鑼灣行人專用區
活動內容：	現場登入 HK Express Facebook 專頁投選「囍」飛最動人短片後，即可參加「囍」飛有獎遊戲。 獎品包括： <ul style="list-style-type: none">- 300 套香港來回大阪*、檳城*或清邁*機票- 嫁女禮餅- 精美禮品

* 不包括機場稅、燃油附加費及其他額外收費。

HK Express「囍」飛拉票活動條款及細則

- 於領取機票換領信時需出示香港永久居民身份證。所有送出之機票必須由得獎者使用，不得轉讓，並以領取機票登記書時登記之名字為準。
- 參加遊戲者需為年滿 12 歲或以上香港居民。
- 參加次數不限，惟每人只可獲獎一次。
- 檳城的機票需於 2014 年 5 月 29 日或之前出發。清邁及大阪需於 2014 年 3 月 29 日或之前出發，而大阪之機票只適用於 UO688/UO689 之班航。
- 所有已確定的機票均不可更改航班和路線。
- 獎品之機票訂位時以先訂先得形式，如已額滿，請另選其他航班。
- 得獎者須自行負責辦理目的地之簽證(如有需要)。
- 機票在任何情況下不得退款或兌換現金，並須受有關條款限制。
- 「囍」飛大抽獎送出之機票並不包括機場稅、燃油附加費及其他額外收費。
- 如有任何爭議，HK Express 將保留最終決定權。

— 完 —

有關 HK Express

HK Express於2013年10月27日啟航，正式成為本地唯一以香港為家的低成本航空公司，現時航點包括：布吉(泰國)、清邁(泰國)、台中(台灣)、昆明(中國)、檳城(馬來西亞)、亞庇(馬來西亞)、東京-羽田(日本)，以及大阪-關西(日本)。

如需更多資訊，可瀏覽HK Express網頁 hkexpress.com、登入HK Express 新浪微博專頁 weibo.com/hkexpress 或 facebook 專頁 hkexpress.com/facebook。