

FOR IMMEDIATE RELEASE

HK Express Puts its Route Map to the Vote
Vote now to Win Free Tickets on the Inaugural Flights

Hong Kong, 18 March 2015 HK Express is bringing democracy to the skies! The low-fare airline is adding five new aircraft to its fleet this year and wants to know the Hong Kong public's most sought-after destinations. With a special Facebook voting app and exciting prizes up for grabs, this is a great chance to shape the future of Hong Kong's low-fare airline!

Voting is now open until March 27 (23:59) through the dedicated HK Express Facebook app at <http://goo.gl/ot12T4>. Through the app, visitors can pick up to three favourites from the HK Express shortlist of 18 wonderful destinations – or even suggest their own ideas.

And with just a week to go until voting closes, the contest is hotting up! HK Express says the voting is tight – a source reveals Darwin in Australia took an early lead but has come under pressure from strong Kathmandu, Guam and Okinawa support over the weekend. Facebook fans are clamouring for their own favourites and the lobbying is becoming heated!

What's more, voters can support their selections with a 150-word pitch to urge HK Express to pick their destination! The pitch which best supports the chosen destination will win four free tickets for the route – so get creative and win a fabulous trip!

This vote is not the first time HK Express has experimented with democracy. Even before its launch, the airline polled thousands of people on their dream destinations, with Tokyo, Seoul, Phuket and Fukuoka selected as the people's choice. The airline now serves these and 15 other destinations in Asia with nearly 300 flights per week.

For reservations or information, please visit www.hkexpress.com or contact the airline's Customer Service Center at +852 3902 0288, follow us on Facebook fan page: www.facebook.com/HKExpress, SinaWeibo: www.weibo.com/hkexpress, WeChat: HK Express, Twitter: HKExpress.jp or Instagram: @HK_Express.

HK Express is currently on the IATA Operational Safety Audit (IOSA) registry until June 23, 2016.



Above: HK Express invites Facebook fans to vote for the airline's next destination.

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About HK Express

HK Express is Hong Kong's one-and-only dedicated low-fare airline. By focusing on safety, low-fares and best-in-class on-time performance, HK Express is revolutionizing air travel in Hong Kong and Asia. HK Express flies to 19 popular destinations throughout Asia, including Da Nang in Vietnam (commencing 1 April); Wuxi in China (commencing 10 April), Jeju in Korea (27 June) and Siem Reap in Cambodia (commencing 1 October).

即時發佈

HK Express 實現您夢想之行 投選心儀目的地，勝出者將獲得四張免費機票*

香港，2015年3月18日 以港為家的低成本航空公司 - HK Express 將採用民主投票方式，讓廣大旅客決定未來的航點！

即日起香港市民登入 HK Express 的 Facebook 應用程式 <http://goo.gl/ot12T4>，從精心挑選的 18 座熱門城市中投選三個旅客最心儀的旅遊目的地，或者提出其他建議。無論是被譽為甜蜜度假聖地的日本-沖繩、尼泊爾-加德滿都和美國-關島，還是充滿文化色彩的澳洲-達爾文、中國-西安或台灣-台南，都是旅行者的人氣之選。投票活動將於 3 月 27 日晚上 11 時 59 分截止，請即登入 HK Express Facebook 專頁，投選心儀目的地，說出您的心聲！

在投票時，參加者須為每個挑選目的地寫下 150 字左右的評選理由。HK Express 將從最終獲選目的地中選出最佳評選理由，得獎者將獲得四張前往獲選目的地的首航機票*，讓他與親朋好友一同踏上心儀已久的夢想之旅。*受相關條款及細則約束

自去年 10 月轉型低成本航空開始，HK Express 一直致力為旅客提供價錢相宜，且最安全舒適的旅程。公司曾舉行「去邊度 您話事」投票活動，當時旅客們投選了日本-東京、韓國-首爾、泰國-布吉島和日本-福岡等城市，如今，這些城市都納入在 HK Express 的航點網絡之中。目前，HK Express 每週提供近 300 次航班飛往 19 個亞洲熱門目的地。今年，HK Express 計劃新增五架航機，致力為旅客擴大廉遊亞洲的版圖。

預訂機票可透過 HK Express 網頁 www.hkexpress.com 或致電客戶服務熱線：3902 0288。瞭解更多資訊，可登入 HK Express Facebook 專頁 www.facebook.com/HKExpress、新浪微博專頁 www.weibo.com/hkexpress、關注 HK Express 微信公眾帳號以及 Instagram 帳號 @HK_Express。

至 2016 年 6 月 23 日，HK Express 持有國際航空運輸協會運行安全審計 (IOSA) 認證。



上圖：HK Express 邀請市民投選心儀的新航點。

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關於 HK Express

HK Express 是唯一一家建基於香港的低成本航空公司。憑藉穩定的安全性、相宜的票價和業內領先的航班準時率，HK Express 的出現為香港及亞洲地區的航空市場帶來全新氣象。HK Express 航點覆蓋 19 個亞洲城市，包括即將推出四條新航線 - 越南峴港 (於 4 月 1 日啟航)、中國無錫 (於 4 月 10 日啟航)，韓國濟州 (於 6 月 27 日啟航)，以及柬埔寨暹粒 (於 10 月 1 日啟航)。HK Express 致力於為每一位旅客提供舒適便捷的航班服務，擴大廉遊亞洲的版圖。