



**For Immediate Release**

**HK Express Flies 5 Million Guests!  
The Low-fare Airline Celebrates With 50% Off Fares to Siem Reap**

**Hong Kong, 30 June 2016** Again, it's time to celebrate! Hong Kong's low-fare airline HK Express flew its 5 millionth Guest today, on 30 June 2016! The momentous occasion marks yet another huge milestone for the airline, and the HK Express team couldn't wait to share the excitement with its Guests.

So who was the lucky 5 millionth Guest? It was Mr. Raymond Chan, who flew from Siem Reap to Hong Kong just this morning. When he arrived, HK Express Director of Commercial Luke Lovegrove was there to greet him at Hong Kong International Airport's Midfield Concourse. As a thank you for Chan's support, Lovegrove presented the lucky traveller with a reward-U membership coming with 500,000 points, which can be redeemed for future tickets on HK Express flights, products and services.

"What an amazing surprise!" said Mr. Raymond Chan. "I can't believe I'm the 5 millionth Guest of HK Express and look forward to exploring Asia with this airline for many more years to come!"

To honour the news and share the joy with all of its loyal Guests, HK Express also launched a discount promo code "**50OFF**"\* for HK-Siem Reap route. The awesome 50% discount is available from 30 June until 4 July 2016, for travel anytime between 30 June and 30 September 2016.

"We are so pleased to welcome our 5 millionth Guest from Siem Reap today." said Luke Lovegrove, Director of Commercial at HK Express. "People are voting with their feet and opting to fly smarter by choosing low fares over the rip off fares of high cost carriers out there. We anticipate carrying another 5 million guests in a much shorter time frame as we continue to grow."

The landmark occasion is just the latest in a string of successes for HK Express. The low-fare airline recently launched its "reward-U" loyalty program, and debuted the first direct flights between Hong Kong and Ishigaki, Japan.

*\* Terms and conditions apply.*



*Photo caption: HK Express Director of Commercial Luke Lovegrove welcomed the airline's 5 millionth Guest on the plane.*

*HK Express is an IATA Operational Safety Audit (IOSA) registered airline and therefore in compliance with IOSA standards. HK Express is committed to delivering operational safety to its Guests and crews.*

For reservations or information, please visit [www.hkexpress.com](http://www.hkexpress.com), follow us on Facebook fan page: [www.facebook.com/HKExpress](http://www.facebook.com/HKExpress), SinaWeibo: [www.weibo.com/hkexpress](http://www.weibo.com/hkexpress); WeChat: HK Express; Twitter: HKExpress.jp or refer to our Instagram: @HK\_Express.

### **About HK Express**

Independent flight statistic monitoring website flightstats.com has already recognized HK Express for its top On-Time-Performance (OTP) rate. The airline has become a leader in the Hong Kong aviation industry by concentrating on low fares, best-in-class on-time performance and safety while revolutionizing air travel throughout the Asia market. The airline also received a “7-star safety rating” – the highest ranking possible, as well as a recognition of one of the world's 10 safest low-fare airlines from airlineratings.com, an independent, industry-respected research group. HK Express flies to 24 of the most popular destinations in Asia. Besides Yangon and Mandalay in Myanmar, Takamatsu and Kagoshima in Japan commencing in second half 2016, it is also expected to launch Luang Prabang in Laos, Guam and Saipan in 2016. With its fast growing fleet and enticing number of destinations, HK Express has flown 5 million Guests – a major achievement that attests to the popularity of the airline. HK Express is also one of the founding airlines of the world's first LCC alliance, the U-FLY Alliance.