



Immediate Release

Introducing Ufly-Pass! HK Express Launches Exclusive Subscription Service

Hong Kong, 4 January 2016 HK Express, Hong Kong's low-fare airline, has a wonderful New Year gift – the Ufly-Pass – for its most loyal bargain hunters! HK Express fans can now take full advantage of the airline's many sales and promotions by subscribing to the brand new exclusive service.

The Ufly-Pass allows subscribers unlimited, 6 hour early access to sales and promotional deals. The first 1,000 subscribers will pay only HKD388 for the 2016 early access fee, with the normal price bring HKD888.

Say goodbye to late nights, waiting for the clock to strike midnight in order to snag the best HK Express sale price. Guaranteeing the opportunity of securing the lowest possible fare, HK Express allows Ufly-Pass subscribers to book flights up to 6 hours ahead of non-subscribers.

Just in time for planning of the upcoming Chinese New Year holiday travel, sales and promotions will be made available in advance only to Ufly-Pass subscribers. Book even after the busy Christmas and New Year's travel season and enjoy a holiday on the snowy slopes near Hiroshima or exploring the ancient temples of Siem Reap.

"We are thrilled to introduce the Ufly-Pass, which is another way for the HK Express team to say thank you to our enthusiastic fans who share our passion for travel," said Andrew Cowen, CEO of HK Express. "Our new subscription service adds another level to the HK Express service, which we are continuously working to improve and enhance."

The Ufly-Pass is valid throughout the year until 31 December 2016. Guests can look forward to incredible savings for a full year! Subscribers can even use their pass for family and friends!

To subscribe, HK Express Guests need only to subscribe online at www.hkexpress.com, pay the 2016 subscription fee and get ready to save big time on flights!

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

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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.

* The validity of Ufly-Pass subscription is on calendar year basis

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 from airlineratings.com, and an independent, industry-respected research group. HK Express flies to 20 of the most popular destinations in Asia, including the newly-launched routes to Hiroshima in Japan. Besides Yangon and Mandalay in Myanmar commencing in September 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 3 million Guests – a major achievement that attests to the popularity of the airline.