

## Immediate Release

### Treat Yourself! HK Express Dishes Up New Inflight Menu... And Super Low Fares!

**Hong Kong, 19 September 2016** Fresh, flavourful food — on an airplane? It sounds too good to be true, but Hong Kong's low-fare airline HK Express once again surpasses expectations with its new lineup of tasty inflight meals. HK Express knows what its Guests really want: an enticing inflight experience. This is why the low-fare airline has juiced up the inflight menu by bringing Guests a variety of new Asian delicacies during their flights. This time, HK Express has introduced two new Japanese lineups - : Soba Noodles, and Japanese Beef Bento Box Sets. A guaranteed crowd pleaser, the Soba Bento comes complete with chilled noodles and simmering hot miso soup, alongside refreshing Tofu and Okra Salad and a creamy Japanese Cheese Cake for dessert.

Meanwhile, the Beef Rice Bento is prepared in traditional Japanese style, with tender sliced beef, fresh carrots, crunchy edamame and steamed rice. A perfect way to kick-start a new adventure, both new Bento boxes are available for pre-order online for all routes, or purchase onboard selected Japanese and Korean routes including Osaka, Tokyo-Narita and Seoul.

Also on the new HK Express' inflight menu, Guests will find the airline's signature Dim Sum Set, Pad Thai, Creamy Mushroom Sauce Spaghetti and Hong Kong Style Baked Pork Chop Rice. Of course, there are smaller snacks and refreshing beverages as well for a well-rounded dining experience.

Just like extra legroom and baggage, dining aboard HK Express is optional — and meal fees aren't built into ticket prices. So if travellers don't have an appetite, they can save cash. For those who are keen to try the new meals, HK Express recommends that Guests pre-order online to ensure more savings and guaranteed availability.

Now with the recently introduced reward-U loyalty programme, travellers earn points for every dollar they spend on HK Express flights and services. That means every meal ordered online translates to points towards Guests' next flight, so it's a win-win!

Together with the new inflight menu debut, HK Express is thrilled to roll out the exciting Mega Sale with super low fares starting from HKD88\*. The offer is available from 20 September (00:00) to 22 September 2016 (23:59) for travel between 4 October 2016 and 13 July 2017. Covering the majority of the destinations in the HK Express network, Mega Sale tickets offer an ultra-convenient and affordable way to travel.

\* The offer if not applicable to taxes and other government imposed taxes and fees and is subject to availability. Terms and conditions apply.



Photo caption: Japanese Soba Bento



Photo caption: Japanese Beef Bento

*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 27 of the most popular destinations in Asia. Besides Chiang Rai in Thailand, Nha Trang in Vietnam and Hualien in Taiwan 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 founder airlines of the world’s first LCC alliance, U-FLY Alliance.