

For Immediate Release

**Get Ready for Takeoff!  
HK Express to Launch 3 New Routes to Japan!  
Increases Tokyo Service to 5 Flights per Day!**

**Hong Kong, 29 March 2016** Hong Kong's low-fare airline has some exciting news that comes just in time for the summer holidays. HK Express is getting ready to fly its Guests to 3 new destinations in Japan: Ishigaki, Takamatsu and Kagoshima.

As the first low-fare airline providing direct flights to these 3 beautiful seaside destinations, HK Express is now offering the "Buy More Save More" introductory discounts enabling Guests to enjoy up to 40% off tickets to these new destinations\*. The special offer will be available when booking via its official website [www.hkexpress.com](http://www.hkexpress.com) or mobile app on or before 31 March 2016, with travel period valid until 25 March 2017.

To the south, Ishigaki Island is one of the most happening spots in the Okinawa Prefecture. Its tropical beaches have been named the most beautiful in all of Japan, and the archipelago is a haven for scuba diving, manta ray spotting, kayaking, surfing, and -snorkelling. Flights depart twice weekly on Thursdays and Sundays starting from 16 June 2016.

<b>Hong Kong (HKG) &lt;&gt; Ishigaki (ISG) (local times)</b>				
<b>Flight</b>	<b>Route</b>	<b>Depart</b>	<b>Arrive</b>	<b>Frequency</b>
UO3812	Hong Kong (HKG) > Ishigaki (ISG)	07:20	10:25	Thursdays, Sundays
UO3813	Ishigaki (ISG) > Hong Kong (HKG)	11:15	12:20	Thursdays
		11:00	11:55	Sundays

\* The above route and fares are subject to regulatory approval

Also called the "Udon Kingdom", Takamatsu is well known for its green and peaceful Ritsurin Park, imposing Takamatsu Castle, an historic port and an abundance of fresh seafood. Flights depart triweekly on Tuesdays, Wednesdays and Sundays starting from 6 July 2016.

<b>Hong Kong (HKG) &lt;&gt; Takamatsu (TAK) (local times)</b>				
<b>Flight</b>	<b>Route</b>	<b>Depart</b>	<b>Arrive</b>	<b>Frequency</b>
UO504	Hong Kong (HKG) > Takamatsu (TAK)	15:15	20:05	Tuesdays
		07:55	12:45	Wednesdays
		15:25	20:15	Sundays

UO523	Takamatsu (TAK) > Hong Kong (HKG)	20:55	23:35	Tuesdays
		13:30	16:10	Wednesday
		21:00	23:40	Sundays

\* The above route and fares are subject to regulatory approval

Another seaside city, Kagoshima, is the capital of Kagoshima Prefecture nicknamed as “Naples of the Eastern World” for its bay location, mild climate, palm trees and its symbol – Sakurajima. Located in the middle of Kagoshima Bay, Sakurajima is one of the active volcanoes in Japan and has become Kagoshima’s most prominent geographic feature. Flights depart four times a week on Mondays, Wednesdays, Fridays and Saturdays starting from 11 July 2016.

Hong Kong (HKG) <> Kagoshima (KOJ) (local times)				
Flight	Route	Depart	Arrive	Frequency
UO3820	Hong Kong (HKG) > Kagoshima (KOJ)	07:00	11:05	Mondays
		16:05	20:10	Wednesdays
		10:50	14:55	Fridays
		13:30	17:35	Saturdays
UO3821	Kagoshima (KOJ) > Hong Kong (HKG)	11:50	14:00	Mondays
		20:55	23:05	Wednesdays
		17:50	20:00	Fridays
		20:00	22:10	Saturdays

\* The above route and fares are subject to regulatory approval

“HK Express is responding to our Guests by adding destinations considered highly sought after. Our new flights to these under-served and under-the-radar destinations in Japan will bring much needed tourism and provide a welcome boost to the local economy,” said Andrew Cowen, CEO of HK Express. “We are especially thrilled to be the first and only airline flying from Hong Kong to Takamatsu and Ishigaki, providing a welcome alternative to the more conventional destinations.”

In addition to the wave of exciting new destinations, HK Express is also adding another daily flight to its existing Tokyo-Narita service for a total of 5 daily flights (2 daily flights to Haneda and 3 daily flights to Narita). The additional flight will be effective on 30 October 2016 and is already on sale this month.

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

*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](https://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 23 of the most popular destinations in Asia. Besides Yangon and Mandalay in Myanmar, and Ishigaki, 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 4 million Guests – a major achievement that attests to the popularity of the airline.