



For Immediate Release

**HK Express Takes Off for Takamatsu
The Low-fare Airline Launches Only Direct Hong Kong-Takamatsu Route**

Hong Kong, 6 July 2016 Just weeks after launching its highly anticipated flight to Ishigaki, Hong Kong's low-fare airline HK Express introduced another exclusive direct link to Japan — this time to Takamatsu.

As the first airline offering direct flights from Hong Kong to Takamatsu, HK Express is rolling out a one-way celebratory fare to Takamatsu starting at just HKD488**. The special low price will be available online at hkexpress.com through 11 July 2016, and is valid for travel through 25 March 2017.

A launch ceremony was held as the first flight arrived at Takamatsu Airport. To welcome the inaugural flight, representatives from Kagawa Prefecture handing out souvenirs to Guests as they arrived. The prefecture also put on a live *koto* performance — a traditional Japanese string instrument — to showcase this unique aspect of Takamatsu culture.

Adding to the celebration, HK Express Director and CEO Andrew Cowen joined representatives from Kagawa Prefecture and Takamatsu City to unveil the naming of its A320 aircraft in Takamatsu's honour! Sponsored by Kagawa Prefecture, "Sanuki Udon" plane was named after the region's most popular type of udon noodle originated from Sanuki in Kagawa Prefecture. Sanuki Udon is the 7th aircraft named after a regional food, following in the footsteps of aircraft like Tebasaki and Siu Maai. The charming tradition began after the low-fare airline ran a "Name the Plane" competition in 2013 and HK Express Facebook fans suggested the playful theme.

Takamatsu is sure to be an incredibly popular new destination for travel-hungry Hongkongers. Located on the island of Shikoku, the port city is known for its seaside views, cherry blossoms, Takamatsu Castle, Yashima lava plateau, and peaceful Edo-era Ritsurin Garden. HK Express had originally planned 3 weekly flights — Tuesday, Wednesdays and Sundays — but due to overwhelming feedback from the market, HK Express plans to add an extra weekly flight every Friday, starting on 1 September 2016.

"HK Express is thrilled to launch this route, which is the only direct service between Hong Kong and Takamatsu," said Andrew Cowen, Director and CEO of HK Express. "It's important to us to empower our Guests from Hong Kong and Japan to explore each other's cities and share in cultural exchange. We hope our affordable fares and convenient schedules make it as easy as possible for HK Express Guests to go see the world!"

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“Hong Kong-Takamatsu Route is the only direct flight that links Hong Kong to Shikoku. We hope the exchange in tourism can lead to further communication between the two places and make contribution to the revitalization of economy,” said Keizo Hamada, Governor of Kagawa Prefecture. “The once in three year international art festival, “Setouchi Triennale” will be held this year in Takamatsu. We hope tourists from Hong Kong will enjoy the beautiful islands in Seto Inland Sea and the fantastic modern arts during the festival. We are looking forwards to your visit.”

While in Takamatsu, Guests may want to explore the picturesque towns and countryside around Shikoku island. On 1 July 2016, HK Express launched exclusive in-flight shopping discounts on JR Shikoku Rail Passes to make the journey extra easy and convenient. The process is simple: Guests purchase two- to five-day rail passes onboard their HK Express flight. Upon landing, travellers present a receipt to the JR Takamatsu Station or Warp Takamatsu branch to collect the pass and get on their way.

Hong Kong (HKG) <>Takamatsu (TAK) (local times)				
Flight	Route	Depart	Arrive	Frequency
UO1524	Hong Kong (HKG) > Takamatsu (TAK)	15:30	20:15	Tuesdays
		07:55	12:45	Wednesdays
		15:30	20:15	Sundays
UO504	Hong Kong (HKG) > Takamatsu (TAK)	13:30	18:20	Fridays*
UO1523	Takamatsu (TAK) > Hong Kong (HKG)	21:00	23:40	Tuesdays
		13:30	16:10	Wednesdays
		21:00	23:40	Sundays
UO523	Takamatsu (TAK) > Hong Kong (HKG)	19:10	22:00	Fridays*

*Operations to be started from 2 September 2016

** Price does not include taxes, fuel surcharges and other government imposed taxes and fees. Terms and conditions apply.



Photo Caption: HK Express Director and CEO, Andrew Cowen, Governor of Kagawa Prefecture, Keizo Hamada, together with a group of VIP officiated the launch of Takamatsu route.





Photo Caption: HK Express Director and CEO, Andrew Cowen, Governor of Kagawa Prefecture, Keizo Hamada, and Mayor of Takamatsu City, Hideto Onishi, joined hands to unveil the new aircraft name “Sanuki Udon”.

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.

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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, 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 founder airlines of the world’s first LCC alliance, U-FLY Alliance.