



For Immediate Release

HK Express Releases 75,000 Discounted Seats 2-to-Go Promotion Launched to Celebrate Reaching 200,000 Mobile App Downloads

Hong Kong, 25 April 2016 There's no better time to turn that travel bucket list into reality — and get your friends in on the action while you're at it. HK Express is launching an awesome "2-To-Go" sale with incredible fares from HKD118* for parties of two travelling together.

Whether Guests are planning a romantic trip with a loved one or gearing up for an epic adventure with friends, these incredible HKD118* fares will take Guests all over the region. From Chiang Mai to Tokyo, Taichung and Da Nang, the travel possibilities are endless within the HK Express network.

Mark that calendar: The 2-To-Go deals go on sale 26 April (00:00) and last until 28 April (23:59). Fares purchased during the two-day sale are eligible for any destination in the HK Express route network, with a flexible travel period from 10 May 2016 and 25 March 2017.

The low-fare airline is also offering these amazing fares on its latest lineup of destinations. Launching in June and July, HK Express is flying some highly anticipated routes to three gorgeous coastal destinations in Japan: Ishigaki, Kagoshima and Takamatsu.

"In celebration at reaching 200,000 mobile app downloads we are releasing over 75,000 seats as part of this 2-To-Go promotion" said Luke Lovegrove, Commercial Director of HK Express. "With our new routes to Ishigaki, Takamatsu and Kagoshima, together with our new reward-U programme there has never been a better time to book a HK Express flights."

The "2-To-Go" sale is launching just in time for Guests to earn points as part of our brand new "reward-U" loyalty programme which was launched on 14 April 2016. Guests can sign up online at www.reward-U.com to start earning points immediately. For every HKD1 spent, Guests accumulate 10 points and can start redemption on fares and selected services as soon as reaching 40,000 points.

The programme has been a real crowd pleaser, thanks to its unique offerings. HK Express has eschewed fare classes and there are no blackout dates to roadblock those travel plans. In addition, families can sign up for a "reward-U Crew" membership and earn points together.

** Prices do not include taxes, fuel surcharges and other government imposed taxes and fees. 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, 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.

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, supported by consistent Guest satisfaction scores of +93% and a complaint rate of < 0.1%.