



Immediate Release

"Our Birthday, Your Gift"! HK Express celebrates its birthday with HKD22 flights

Hong Kong, 13 October 2015 It is hard to believe that just two years ago, HK Express transitioned into a dedicated low-fare airline to serve the people of Hong Kong. The popular carrier is marking this special occasion with HKD22 one-way fares to different destinations every two days and an entertaining digital game throughout its anniversary celebration period with the opportunity to win free tickets, vouchers and discount offers.

HK Express will be launching a HKD22 one-way special fare at 5:00pm today to celebrate its 2nd birthday. The celebratory offers will last until 27 October, kicking off with tickets to Osaka, Phuket and Kunming on the first 2 days.

As the two-week campaign continues, the low-fare airline will announce more destinations every 48 hours. Stay tuned for amazing fares to hot new routes such as Siem Reap, Jeju and beloved travel spots such as Fukuoka and Chiang Mai.

In its largest celebration of the year, HK Express will award Guests the opportunity to book all of their flights for the foreseeable future, with a flexible travel period running from 27 October 2015 until 26 October 2016 next year!

Everyone will have the opportunity to grab a HKD22 fare, but that's just the start of all the fun. Under the celebratory campaign "Our Birthday, Your Gift", there is another important part - a digital game for all to enjoy! So how does it work? Guests simply need to log on to the HK Express Facebook, sign up to join, and start unwrapping!

Every 500th guest who joins the campaign will receive a free round-trip airline ticket — up to 4,000 entries each day. Don't worry if you are not the 500th Guest: As usual, HK Express has a few more surprises in store. Every 100th person to sign up each day will receive an HK Express voucher that slashes HKD200 off online bookings. Not one of the lucky winners? Not to worry, there are plenty of 20% discount codes to enjoy on their next HK Express flight¹.

"We're turning 2! A lot has happened over the past two years and I'm so proud to be a part of all the excitement," said Andrew Cowen, CEO of HK Express. "Among all the fun and celebratory campaigns, of course, HK Express remains very serious about our dedication to safety, our Hong Kong industry leading on-time performance, and our low-fare commitment to make travel more accessible to Guests across the region."

¹ The digital game is valid until 20 October 2015. All winners of free round-trip airline ticket are allowed to participate in the campaign once only. Winners of HKD200 cash travel voucher are not allowed to join the game again on the same day of winning.



Just two years after its transformation into a low-fare airline, HK Express has seen exponential success. The popular airline just recorded its 3 millionth passenger in early October, and has had a nearly impeccable on-time schedule since launch. Other major achievements include early profitability in the first half of 2015, a record-setting 92.5% load factor in August, a 7-star rating on AirlineRatings.com, and a continually expanding route map that will add Yangon and Mandalay in Myanmar, and Luang Prabang in Laos, starting early next year.

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](https://twitter.com/HKExpress.jp) or refer to our Instagram: [@HK_Express](https://www.instagram.com/HK_Express).

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.

About HK Express

Independent flight statistic monitoring website flightstats.com has already recognised 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, an independent, industry-respected research group. HK Express flies to 25 of the most popular destinations in Asia, including the newly-launched routes to Hiroshima in Japan (commencing 27 October), Yangon and Mandalay in Myanmar and Luang Prabang in Laos (commencing in early 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.

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