



**For Immediate Release**

**Have a Mega Fun Summer with HK Express  
Hong Kong's Low-fare Airline Launches HKD78 Fares and New Fun+ Flight Class**

**Hong Kong, 25 July 2016** As summer comes to a boil, HK Express is raising the mercury even higher with some hot-off-the press news. This July, the low-fare airline is launching another Mega Sale and an all-new Fun+ fare product.

The red-hot Mega Sale fares start from HKD78\* and are available from 26 July (00:00) to 31 July 2016 (23:59) for travel anytime between 28 August, 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.

On top of all the Mega Sale excitement, HK Express is also thrilled to introduce its new Fun+ fare product. The new fare product is as much fun as it sounds: Guests who book Fun+ fares can look forward to several perks and services, including 25kg baggage allowance and complimentary seat selection in the “up-front” seat section.

As a mid-tier option, Fun+ joins two existing fare products: Fun and Flex. Fun is HK Express' standard fare class for those who prioritise the airline's affordable fares. Meanwhile, Flex is the airline's premium fare product, featuring perks such as 30kg baggage, sweet-seat selection, flexible tickets with no rebooking fees, priority check-in and double reward-U points.

“We aim to provide our valued Guests with comfortable, convenient and affordable travel — and our new Fun+ fare product is an easy way to further enhance the HK Express experience,” said Luke Lovegrove, Commercial Director of HK Express. “In addition to the fantastic Mega Sale deals and new Fun+ fare products, we are also pleased to announce in September, we will be adding 3 weekly flights to our Fukuoka route, for a total of 17 weekly flights, and 3 additional flights to Siem Reap, for a total of 6 weekly flights.”

*\* 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](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 24 of the most popular destinations in Asia. Besides Yangon and Mandalay in Myanmar 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.