

HK Express Asks Fans To Go Fly With Siu Maai
Join Facebook and Instagram games to win return tickets to hot destinations!

(Hong Kong, 21 July 2014) HK Express, Hong Kong's one-and-only dedicated low-fare airline, is calling all Facebook Fans and Instagram Followers to jump online and play their new game, *Go Fly With Siu Maai*.

At random times during the month of July, HK Express will post a '*Siu Maai*' aircraft image and ask fans to answer a simple and fun question related to the picture. For the chance to win two return tickets to the featured destination, simply become a fan of HK Express on Facebook or Instagram and 'Like' the most recent *Go Fly With Siu Maai* post. Answer the question posed, and then tag three friends, being sure to also include the phrase '*Hey! Go Fly! With Siu Maai!*' Once that's done, 'Like' and 'Share' the post. HK Express will be choosing the most creative entry under each post as the winner. The competition will close on 30 July 2014 at 23:59 (Hong Kong time).

Winner list will be announced 8 August, 2014 on our Facebook page and Instagram Fan Page. Winners will be notified individually within one week of the announcement.

With 13 exciting destinations on the HK Express network, including Tokyo-Haneda, Fukuoka, Osaka Kansai and Seoul, *Go Fly With Siu Maai* is a chance to experience the best of low-cost travel in Asia!

HK Express also recently ran another successful Facebook competition, asking amateur photographers to capture images or video of its new *Siu Maai* aircraft (featuring the distinctive new purple livery) and post them to the HK Express Facebook page. The HK Express Plane Spotting Game attracted over 100 entries, with the eventual winner being chosen as Mr. Lam Chun Wing, of Hong Kong.

"On the day I took the photograph of the new *Siu Maai* aircraft, there were actually many photographers running around trying to capture the perfect image to enter the contest," Mr. Lam said, "I'm incredibly happy my picture was chosen, and it shows that sometimes hobbies can pay dividends!"

Details of HK Express' Go Fly With Sui Maai Competition	
Duration	From now till 30 July 2014, when it will close at 23:59 (Hong Kong time). Entry submission will NOT be accepted after the promotion period.
Structure	<p>Facebook</p> <ol style="list-style-type: none"> 1. Like the HK Express Facebook Page 2. Like the <i>Go Fly With Sui Maai</i> post 3. Share the <i>Go Fly With Sui Maai</i> post 4. Answer the question (Hint: The more creative, the higher the chance of winning) 5. Tag this post to three friends, adding the comment: "Hey! Go Fly! With Siu Maai!" <p>Instagram</p> <ol style="list-style-type: none"> 1. Follow @HK_Express on Instagram 2. Like the <i>Go Fly With Sui Maai</i> post 3. Answer the question (Hint: The more creative, the higher the change you will win) 4. Tag this post to three of your friends, adding the comment: "Hey! Go Fly! With Siu Maai!" 5. Hashtag #HKE_gofly_siumaai
Prize:	Travel package with a pair of round-trip tickets to specific destinations.
Website	<p>HK Express Airways Facebook page: https://www.facebook.com/HKExpress</p> <p>HK Express Airways website: http://www.hkexpress.com</p>

For fare booking or information, please visit <http://www.hkexpress.com>, follow us on SinaWeibo: www.weibo.com/hkexpress, WeChat: HK Express or refer to our Facebook fan page: <https://www.facebook.com/HKExpress>.



HK Express' Go Fly With Sui Mai Competition

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About HK Express:

HK Express commenced flights on 27 October 2013 from their home in Hong Kong, as Hong Kong's one-and-only dedicated low fare airline. HK Express flies to 13 destinations, including Phuket and Chiang Mai in Thailand, Taichung in Taiwan, Kunming and Ningbo (commences 2 August 2014) in Mainland China, Penang and Kota Kinabalu (Sabah) in Malaysia, Tokyo-Haneda, Osaka Kansai, Fukuoka and Nagoya (commences 18 September 2014) in Japan, and Seoul-Incheon and Busan (commences 7 August 2014) in Korea.

即時發佈

HK Express 邀請粉絲同「燒賣」一起 GO 飛！ 發揮創意 有機會贏取雙人來回機票

(香港 · 2014 年 7 月 21 日) 本地唯一一家建基於香港的低成本航空公司 — HK Express 為慶祝首架名為「燒賣」的航機正式面世，在社交媒體 Facebook 及 Instagram 推出全新遊戲『同「燒賣」一起 GO 飛！』，邀請粉絲動動腦筋，一同發揮無限創意，就有機會贏取雙人來回亞洲機票。

參加辦法非常簡單，由現在起至 7 月 30 日，HK Express 於 Facebook 及 Instagram 不定時張貼包含「燒賣」航機的圖片，邀請粉絲回答有關圖片發出的有趣問題。參加者須於 Facebook 或 Instagram 讚好 HK Express 的專頁以及其遊戲帖子，回答問題後同時在答案留言欄標記 3 位或以上的朋友，並寫上『同「燒賣」一起 GO 飛！』。HK Express 將從芸芸答案留言中選出最具創意和心思的參加者，將可獲得 HK Express 送出雙人來回精選航點機票乙套。

得獎名單將於 2014 年 8 月 8 日於 HK Express Facebook 及 Instagram 專頁公佈，並於一星期內通知得獎者有關獎品領取事宜。

目前，HK Express 飛往亞洲 13 個城市，包括熱門旅遊航點東京-羽田、福岡、大阪-關西及首爾等。只要參加遊戲，即有機會『同「燒賣」一起 GO 飛！』，體驗一個難忘的亞洲之旅。

早前，HK Express 亦於 Facebook 舉辦了另一慶祝「燒賣」啟航的活動，邀請粉絲以照片或影片的形式將「燒賣」拍下來，捕捉它最具動感或「型格」的時刻。此活動吸引逾百位市民參與，反應熱烈。最終由林振榮先生摘冠，他為「燒賣」拍下最入型入格的英姿，贏得雙人來回機票。

喜以飛機拍攝為工餘嗜好的林振榮表示：「拍照當日，同場有很多攝影師跟我一樣捕捉「燒賣」的蹤影，氣氛非常熱鬧。我和其他拍攝者一樣驅船出海，在最佳位置捕捉「燒賣」。我很榮幸比賽作品被 HK Express 選中並成為冠軍，讓我透過這個平台分享作品。」

同「燒賣」一起 GO 飛！活動詳情：	
活動日期	由即日起至 7 月 30 日晚上 11 時 59 分，活動期外的所有提交均視作無效
遊戲玩法	<p>Facebook</p> <ol style="list-style-type: none"> 1. 讚好 HK Express 的 Facebook 專頁 2. 讚好『同「燒賣」一起 GO 飛！』的遊戲帖子 3. 轉發『同「燒賣」一起 GO 飛！』的遊戲帖子 4. 回答遊戲帖子的問題 (小提示：回答愈具心意和創意，愈有機會贏得機票獎品) 5. 在遊戲帖子的留言欄標記 3 位朋友或以上，並寫上『同「燒賣」一起 GO 飛！』 <p>Instagram</p> <ol style="list-style-type: none"> 1. 於 Instagram 關注@HK_Express 2. 讚好『同「燒賣」一起 GO 飛！』的遊戲帖子 3. 回答遊戲帖子的問題 (小提示：回答愈具心意或創意，愈有機會贏得獎品) 4. 在遊戲帖子的留言欄標記 3 位或以上朋友，並寫上：『同「燒賣」一起 GO 飛！』 5. 標籤#HKE_gofly_siumaai
獎品	雙人來回機票乙套(指定目的地)

了解更多資訊，可瀏覽HK Express網頁<http://www.hkexpress.com>、登入HK Express Facebook 專頁<https://www.facebook.com/HKExpress>、新浪微博專頁www.weibo.com/hkexpress、關注HK Express微信公眾帳號，以及Instagram帳號@HK_Express。



HK Express『同「燒賣」一起GO飛！』有獎遊戲

—完—

有關 HK Express

於2013年10月27日啟航的HK Express，是本地唯一一家建基於香港的低成本航空公司。目前HK Express航線覆蓋13個城市，包括：布吉(泰國)、清邁(泰國)、台中(台灣)、昆明(中國)、寧波(中國) (將於2014年8月2日正式啟航)、檳城(馬來西亞)、亞庇(馬來西亞)、東京-羽田(日本)、大阪-關西(日本)、福岡(日本)、名古屋(日本) (將於2014年9月18日正式啟航)、首爾-仁川(韓國)以及釜山(韓國) (將於2014年8月7日正式啟航)。