

For Immediate Release

## Hong Kong Express Airways Launches “Dream Destination” Facebook Competition

**Hong Kong people to determine their own “Dream Destination” for one of the first times in aviation history**

HONG KONG, July 17, 2013 – Hong Kong Express Airways (“HK Express”) recently announced their transformation to Hong Kong’s very own low-fare airline. This positions them uniquely in the aviation market as the only Hong Kong-based, operated and managed low-cost carrier dedicated to serving the people of Hong Kong and its visitors.



HK Express plans to launch services in October 2013 and in the run up to their debut flight, a vast number of marketing activities have been planned to build momentum and drum up excitement for their launch, particularly on the digital side. As the first key milestone, HK Express inaugurates their brand new Facebook page today.

To mark their introduction into the world of social media, HK Express has set up the “Dream Destination” competition. For one of the first times in Hong Kong’s aviation history, it is over to the people of Hong Kong to decide the routes of an airline by voicing their preferences online.

Andrew Cowen, Deputy Chief Executive Officer Designate of HK Express said, “HK Express wants to be an airline truly owned by the people of Hong Kong. Hong Kong residents are celebrated for their freedom of expression and their desire to get their opinions heard; thus we invite them to utilise our newly launched Facebook page as a platform on which they can voice their travel-related preferences. We at HK Express understand that it’s not where we want to fly to; it’s where Hong Kong people want to fly to. We will make their dreams come true!”

The competition invites Facebook users to take control and get involved with the low-cost carrier from its very inception by deciding which route they most want HK Express to fly from a selection of exciting cities. The winning destination, determined by the competition winner, will soon become a reality for HK Express travellers as it opens up in the coming months.

Not only are the people of Hong Kong being given the opportunity to determine their future flight paths, but all participants are also in with the once-in-a-lifetime chance to win four tickets on the first ever HK Express flight to their dream destination. Entrants will be judged on the reasons that they give for their city selection. To win the competition their ideas must be original; the more creative and entertaining the better.

The competition opens on 17 July (Wednesday) and will run until 31 July (Wednesday). Once the polling has closed, the team at HK Express will judge the best and most creative entries.

“This competition marks just the beginning of the many initiatives we have planned to make HK Express a truly Hong Kong low-cost carrier. We target to achieve a considerable number of fans before September 2013, all of whom will benefit from special offers and fare discounts in the future”, added Andrew.

Visit: <http://www.hkexpress.com/facebook>

<b>Details of HK Express “Dream Destination” Competition:</b>	
<b>Structure</b>	‘Like’ the HK Express Facebook page or register your details at flyhkexpress.com to choose your dream destination from the list of cities (Kaohsiung, Tokyo, Seoul, Kathmandu, Shanghai, Singapore, Guam, Surabaya) and tell us why you wish to go there as creatively and originally as possible.
<b>Duration</b>	The competition begins on 17 July 2013 (Wednesday) and closes at 11.59pm (Hong Kong time) on 31 July 2013 (Wednesday).
<b>Prize:</b>	<b>Winner:</b> 4 Tickets to the dream destination

<b>Website</b>	Hong Kong Express Airways Facebook page: <a href="https://www.facebook.com/HongKongExpressAirlines">https://www.facebook.com/HongKongExpressAirlines</a> Hong Kong Express Airways website: flyhkexpress.com
<b>Results Announcement</b>	The winner will be notified via an e-mail from the airline on 2 August 2013 (Friday) and by announcements on Hong Kong Express Airways' Facebook page and website.

即時發佈

## HK Express Facebook 頭炮活動「去邊度你話事」 為夢想飛航目的地加油吶喊 由香港人話事的航線 震撼登陸航空界

(香港·2013年7月16日) 最近剛宣佈轉型為低成本航空公司的 **HK Express**，將成為市場上唯一以香港為基地的低成本航空公司，專為香港人及到香港的旅客提供服務。**HK Express** 計劃於 2013 年 10 月正式啓航，並會陸續推出一連串網上宣傳活動，率先和香港人一同分享喜悅。而 **HK Express** 全新 **Facebook** 網頁亦已於今天登陸，請即登入 <http://www.hkexpress.com/facebook> 緊貼 **HK Express** 最新情報。



香港你主場，作為屬於香港的航空公司，**HK Express Facebook** 頭炮活動「去邊度你話事」就由香港人一起當家作主決定你想要的目的地。由 7 月 17 日起至 7 月 31 日，只要登入 **HK Express Facebook** 即可於高雄、東京、首爾、加德滿都、上海、新加坡、關島、泗水，總共八個城市中選出你最想飛的城市，再寫出你想 **HK Express** 飛到該目的地的原因，成為航空界其中一個話事人。只要你所寫的原因夠獨特，**HK Express** 就會為你開拓這條航線，並一口氣贏取 4 張機票到達夢想之地。

**HK Express** 候任副行政總裁 **Andrew Cowen** 表示：「**HK Express** 希望可以成為一家真正屬於香港的航空公司。有見香港人發表意見，於是就利用我們全新面世的 **Facebook** 社交平台，讓 **fans** 直接表達意願。**HK Express** 團隊明白：最重要的不是我們想飛那裡，而是香港人想飛那裡。我們會讓香港人夢想成真。」

**Andrew Cowen** 補充：「**HK Express** 將會有一連串活動，以慶祝我們正式成為一家香港本土的低成本航空公司，而這個比賽只是一個開始，我們希望能於 9 月前爭取到更多 **fans** 支持。」

<b>HK Express 「去邊度你話事」活動詳情</b>	
<b>參加方法</b>	於 Hong Kong Express Facebook 專頁的活動頁面或在 flyhkexpress.com 選出夢寐以求的目的地，以及填寫想飛原因。候選城市包括：高雄、東京、首爾、加德滿都、上海、新加坡、關島、泗水
<b>活動日期</b>	2013 年 7 月 17 日開始至 2013 年 7 月 31 日晚上 11 時 59 分止
<b>獎品</b>	4 張來回獲選城市之首航機票(1 份)
<b>活動專頁</b>	HK Express Facebook 專頁： <a href="http://www.hkexpress.com/facebook">http://www.hkexpress.com/facebook</a> HK Express 網址：flyhkexpress.com
<b>結果公佈</b>	結果將於 2013 年 8 月 2 日 Hong Kong Express Facebook 專頁、flyhkexpress.com 網站公布。得獎者將獲 Hong Kong Express 以電郵通知。

—完—

此新聞稿由縱橫傳訊顧問服務有關公司(SCC)代 HK Express 發放。如欲查詢更多資料，請聯絡：

**縱橫傳訊顧問服務有關公司 (SCC)**

萬以瑋 (Priscilla Man)

電話：2114 4344 / 9536 8091

傳真：2114 0880

電郵：priscilla.man@sprg.com.hk

李凱苓 (Veronica Li)

電話：2114 4945 / 9414 2862

傳真：2114 0880

電郵：veronica.li@sprg.com.hk