



For Immediate Release

HK Express Hits 100,000 Facebook Fans

Celebrate With \$100 Round Trip Fare Offers to Great Destinations – Available for Three Days Only!

Hong Kong, 25 February, 2014 – Hong Kong’s one-and-only low-fare airline, HK Express, is pleased to announce that their official Facebook page now has over 100,000 fans – a phenomenal result achieved in just over six months of official operation.

To say “Thank You” to the people of Hong Kong, HK Express is now offering \$100 round trip fares to three great destinations – Penang, Chiang Mai and Taichung, and \$500 round trip fares to Osaka and Seoul-Incheon. \$100 round trip fares to Penang and Chiang Mai are available today, with the promotional period ending at 23.59pm, 27 February 2014. The second day of the sale will feature \$100 round trip fares to Taichung, with the promotional period beginning 00.00am, 26 February 2014, and also ending 23.59pm, 27 February 2014. The third day of the sale will feature \$500 round trip fares to Osaka and Seoul-Incheon, with the promotional period beginning 00.00am, 27 February, and ending the same evening, 23.59pm, 27 February 2014. There are over 1000 seats available each day. Stay tuned to HK Express’ Facebook page and sign up for their regular newsletter at hkexpress.com to be the first to hear the details about HK Express sales.

When facebook.com/hkexpress was launched in July 2013, one of the aims was to invite a real-time social media dialogue with Hongkongers, keeping them informed and up-to-date about all matters pertaining to the airline, including online and offline promotional events, employment opportunities, special sales and new destination announcements, as well as vital information about flight times, weather delays and more.

The Facebook fanpage has also been the platform for successful marketing and consumer engagement initiatives, including the *Name The Plane* contest, where contestants suggested names for each HK Express aircraft, and the *Dream Destination* contest, where fans nominated the destination that they would like HK Express to fly to next. More recently, the *Skyway to Love*

promotion saw lovestruck Hongkongers upload a proposal video to the Facebook page. The couple featured on the video with the most votes won the grand prize - an all-expenses-paid wedding – onboard an HK Express aircraft, 35,000 feet in the air!

“A recent third-party survey conducted by AC Nielsen showed that HK Express is the most-recognised low-fare airline amongst Hongkongers. I’m sure that our Facebook page has gone a long way in building that popularity” commented Mr. Andrew Cowen, Deputy CEO of HK Express, “These special \$100 round trip fares are our way of showing our thanks and appreciation to our many Facebook fans.”

Travel Details:

Route	Round Trip Price (HKD)*	Booking period	For Travel Between
Hong Kong > Penang, Chiang Mai	\$100	25 February, 2014 to 27 February, 2014	26 February, 2014 and 10 April, 2014
Hong Kong > Taichung	\$100	26 February 2014, to 27 February, 2014	27 February, 2014 and 10 April, 2014
Hong Kong > Osaka (valid on UO688/689 pairing)	\$500	27 February, 2014 to 27 February, 2014	5 April, 2014 and 31 May, 2014
Hong Kong > Seoul-Incheon (valid on UO614/615 pairing)	\$500	27 February, 2014 to 27 February, 2014	11 April, 2014 and 31 May, 2014

*Prices do not include government imposed taxes and other charges

-Ends-

About HK Express:

HK Express commenced flights on 27 October 2013 from their home in Hong Kong, as Hong Kong’s only low-fare airline. HK Express flies to Phuket and Chiang Mai in Thailand, Taichung in

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Taiwan, Kunming in Mainland China, Kota Kinabalu (Sabah) and Penang in Malaysia, Tokyo-Haneda, Osaka Kansai and now, Fukuoka (commences 10 April, 2014) in Japan and Seoul-Incheon in Korea (commences 30 March 2014).

For more information, please visit hkexpress.com, follow us on SinaWeibo: weibo.com/hkexpress or refer to our Facebook fan page: hkexpress.com/facebook

即時發佈

**HK Express 狂賀 Facebook 專頁衝破 10 萬 fans
終極驚喜回報支持 低至\$100 來回票價指定地點任您飛 只限三日**

(香港·2014年2月25日) 香港人再次以行動證明對平價旅遊的熱情，唯一一間以香港為家的低成本航空公司 HK Express 於設立 Facebook 專頁短短 6 個月內，fans 人數即衝破 10 萬大關。為回報旅客支持，HK Express 將由即日起至 2 月 27 日一連三日舉行終極感謝優惠，為旅客提供低至\$100 來回機票震撼票價，出遊大阪、首爾-仁川、檳城、清邁、台中。平遊旅人請繼續緊貼 HK Express Facebook 專頁，並立即訂閱 HK Express 電子報搶先獲得第一手至抵旅遊資訊！

HK Express 終極感謝優惠詳情：

航點	來回票價 (港幣) *	訂票日期	旅遊日期
香港 <> 檳城、清邁	\$100	2014年2月25日至 2014年2月27日	2014年2月26日至 2014年4月10日
香港 <> 台中	\$100	2014年2月26日至 2014年2月27日	2014年2月27日至 2014年4月10日
香港 <> 大阪 (只限航班 UO688 / 689)	\$500	2014年2月27日	2014年4月5日至 2014年5月31日
香港 <> 首爾-仁川 (只限航班 UO 614 / 615)	\$500	2014年2月27日	2014年4月11日至 2014年5月31日

* 不包括機場稅、燃油附加費及其他額外收費。

HK Express Facebook 專頁 facebook.com/hkexpress 於 2013 年 7 月正式面世，並希望透過專頁與香港旅客增加互動，公佈 HK Express 最新旅遊資訊（包括各式宣傳推廣、人手招聘、特價優惠、新增航點，以及重要資訊如航班時間及天氣導致的延誤等）。

而 HK Express Facebook 專頁亦成功成為我們和旅客間的互動及市場推廣平台，成立以來 HK Express 透過 Facebook 舉行多個創新活動，包括：「我的名字·您的主意」航機命名比賽、「去邊度您話事」由香港人話事選出自己的夢想航點，以至最近的「囍」飛求婚短片比賽讓得獎新人於三萬呎高空的航機上舉行難忘婚禮等。

HK Express DCEO Andrew Cowen 表示：「最近一個調查指出，HK Express 已成為香港人認知度最高的低成本航空公司，而我相信 Facebook 專頁於推廣 HK Express 的範圍上實在功不可沒。是次特別推出低至\$100 來回票價的終極感謝優惠，就是對支持我們的 Facebook fans 的最佳回報。」

所有想獲得 HK Express 不定期推出至抵優惠的旅客，記住 like HK Express Facebook 專頁及訂閱 HK Express 電子報，做好準備讓 HK Express 為您送上旅行驚喜。

有關 HK Express

HK Express於2013年10月27日啟航，正式成為本地唯一以香港為家的低成本航空公司，現時航點包括：布吉(泰國)、清邁(泰國)、台中(台灣)、昆明(中國)、檳城(馬來西亞)、亞庇(馬來西亞)、首爾-仁川(韓國)(將於2014年3月30日正式啟航)、東京-羽田(日本)，以及大阪-關西(日本)。

如需更多資訊，可瀏覽HK Express網頁 hkexpress.com、登入HK Express 新浪微博專頁 weibo.com/hkexpress 或 Facebook 專頁 [hkexpress.com/facebook](https://facebook.com/hkexpress)。