

For Immediate Release

***Win Return Flights to Top Destinations with HK Express!  
Innovative Bus Shelter Contest Tests Hongkongers' Endurance***

**Hong Kong, 27 March 2014** – Hongkongers keen to win flights on their very own one-and-only low-fare airline, HK Express, are encouraged to come to Tsim Sha Tsui over the next three weeks to take part in an innovative test of their endurance and desire to travel!



Beginning tomorrow, from 10am until 2am the bus shelter near Kowloon Park Entrance on Nathan Road in Tsim Sha Tsui will display three electronic panels, with new destinations lighting up each panel daily. All competitors have to do is place their hand on one of the panels, input the required information – and then keep it there, according to how long it takes to fly to each destination.

For example, competitors hoping to fly to win a return flight from Tokyo will have to hold their hand on the panel, without moving it, for 4.25 hours – roughly the time it takes to fly to Tokyo from Hong Kong. If they remove their hand, they will receive a warning to place it back on within three seconds. If the hand does not return to the panel, the contestant is eliminated, and must make way for the next person in line! Competitors may attempt to win the tickets once per day.

Contestants may not substitute a friend to hold the panel, and must complete the challenge individually. Tickets are non-transferable.

“As Hong Kong’s one-and-only low-fare airline, we are constantly thinking of exciting and different promotions to capture the imagination of the public,” said Mr. Andrew Cowen, Deputy CEO of HK Express, “If you like the idea of a free ticket, I encourage you to come to T.S.T and take part!”

#### Competition details

Date:	28 March 2014 to 17 April 2014
Time:	10am to 2am Daily
Location:	Nathan Road/Park Lane, Tsim Sha Tsui (Near the entrance of Kowloon Park)
Instructions:	<ol style="list-style-type: none"> <li>Place hand on one of the panels, input the required information – and then keep it there, according to how long it takes to fly to each destination. Tickets are limited and first come first served.</li> <li>Contestant will be eliminated after removing his/her hand for 3 seconds.</li> </ol>
Technical Support Hotline:	5420 4649
Terms & Conditions	<ol style="list-style-type: none"> <li>Each person can only participate once daily, and receive one ticket daily.</li> <li>Winner be a Hong Kong permanent resident aged 12 years or above.</li> <li>Airport taxes, airport security fees and fuel surcharges are not included.</li> <li>The system will automatically turn off at 2am daily, all incomplete game will be invalid. Successful contestant are obligated to complete the prize registration before the system turns off, otherwise he/she will not receive the prize.</li> <li>Contestant must complete the game with one hand individually, with no assistance from any tools. Otherwise, he/she will be eliminated.</li> <li>Terms and conditions on the game content shall prevail.</li> <li>In case of any dispute, the decision of HK Express shall be final.</li> </ol>

Destination	Holding Time
Taichung	1 hour, 45 minutes
Kunming	2 hours, 45 minutes
Chiang Mai	3 hours
Kota Kinabalu	3 hours
Seoul	3 hours, 30 minutes
Phuket	3 hours, 30 minutes
Fukuoka	3 hours, 30 minutes
Penang	3 hours, 30 minutes
Osaka	3 hours, 30 minutes
Tokyo-Haneda	4 hours, 15 minutes

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 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](http://hkexpress.com), follow us on Sina Weibo: [weibo.com/hkexpress](http://weibo.com/hkexpress) or refer to our Facebook fan page: [facebook.com/hkexpress](http://facebook.com/hkexpress)

即時發佈

## HK Express 推出「我送飛 您 GO 飛」活動 尖沙咀街頭連送三星期機票 飛幾耐「揸」幾耐 耐力「揸」贏大熱福岡、首爾、東京、大阪等十個航點機票

(香港·2014年3月27日)本地唯一一間以香港為家的低成本航空公司 HK Express 又有新玩意，今次決定挑戰全港市民的終極耐力考驗！由3月28日起 HK Express 將舉行「我送飛 您 GO 飛」活動，一連三個星期於尖沙咀栢麗大道街頭大送來回機票，當中更包括旅遊熱點東京、大阪，以及最近全城熱搶的首爾！只要您有十足的恆心及耐力，就有機會贏走 HK Express 送出的來回機票一套，十個熱門航點等您「揸」住搶！



由3月28日起至4月17日，連續三星期，HK Express 將於尖沙咀栢麗大道近九龍公園出入口的指定巴士站設置三部分別顯示現有航點的電子屏幕，大家只要用手持續「揸」出屏幕上所顯示航點所需要的飛行時間，就能輕鬆贏得機票，來個亞洲之旅！自問擁有無比恆心及無可匹敵的驚人耐力，立即前來挑戰最長4小時15分的機票耐力戰，「揸」出個 Trip 來。

HK Express DCEO Andrew Cowen 表示：「作為香港本地的唯一一間低成本航空公司，我們會不斷推出多元化及精彩刺激的宣傳活動，給大家帶來耳目一新的感覺。只要您喜歡是次送出免費機票的活動，便一定要前來尖沙咀參加。」

HK Express 「我送飛 您 GO 飛」活動詳情

日期：	3月28日起至4月17日(連續三星期)
時間：	上午10時至凌晨2時
地點：	尖沙咀栢麗大道指定巴士站(近九龍公園出入口)
遊戲方法：	<p>3. 用手持續「揸」出屏幕上所顯示航點所需要的飛行時間，便有機會贏走HK Express送出的來回機票一套，數量有限，先到先得。</p> <p>4. 如參加者手離開屏幕超過三秒，將會失去該次參加活動的資格。</p>
技術支援熱線	5420 4649
條款及細則	<p>5. 每人每日只限參加一次，每日贏取最多一張機票</p> <p>6. 參加者必須為年滿12歲的香港永久性居民(持有香港永久性居民身份證及有居留權之人士)</p> <p>7. 機票不包括機場稅、燃油附加費及其他額外收費</p> <p>8. 電腦系統會於每日凌晨二時自動關閉，所有未完成的遊戲將自動作廢，而成功完成遊戲的參加者有責任於系統關閉前完成獎品登記，否則亦將失去得獎資格</p> <p>9. 遊戲必須一人獨自用雙手完成，不得接受任何工具或第三者協助，任何作弊或利用不當手法意圖參加之參加者，其遊戲資格將被取消</p> <p>10. 條款及細則以遊戲內詳細版本為準</p> <p>11. 如有任何爭議，HK Express 保留參加者之最終決定權，不得異議</p>

### 航班飛行時間參考

航點	飛行時間
RMQ 台中	1小時45分
KMG 昆明	2小時30分
CNX 清邁	3小時
BKI 沙巴	3小時
ICN 仁川	3小時30分
HKT 布吉	3小時30分
FUK 福岡	3小時30分
PEN 檳城	3小時30分
KIX 大阪	3小時30分
HND 東京	4小時15分

### 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)、大阪-關西(日本)，以及福岡(日本)(將於2014年4月10日正式啟航)。

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