



The loyalty program of **HK**express

For Immediate Release

HK Express Gets Ready to reward-U! Launching New and Unique Loyalty Program

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Hong Kong, 14 April 2016 Hong Kong's dedicated low-fare airline HK Express is excited to announce its new "reward-U" loyalty program today (14 April 2016). The new and innovative free program sets itself apart from the pack with exciting features, such as the ability to redeem points for any available seat with no blackout dates, the ability to have a Friends & Family account, and a straightforward system that makes it easy to earn and redeem rewards.

After enrolling online at www.reward-U.com as members, Guests can immediately start earning points. For every HKD1 spent on fares and selected services, Guests earn 10 points. Points can be accumulated not just through seat bookings but through utilising a variety of services including pre-booked meals, advanced seat selection, pre-ordered checked baggage, and pre-booked priority check-in. Unlike most loyalty programs, reward-U is a straight-forward and transparent system, with no complicated tiers or earning classes to worry about.

Points are valid for 3 years from the date flown, but, unlike most loyalty programs, there are no blackout dates or off-limit routes. Even better, Guests can use a mixture of points and credit card for ticket purchases.

The reward-U program sets itself apart further by offering the option to open a Friends & Family account, which makes it easier and faster for families or friends to earn points together. The uniquely named "reward-U Crew" account comprises of a maximum of 5 people including 1 nominated "captain" who would manage the account and redeem points on behalf of his or her crewmembers.

"We're so excited to launch this innovative rewards program, because it's unlike anything else on the market right now," says Andrew Cowen, CEO of HK Express at the launch ceremony. "We want to continue to give back to and reward our loyal Guests, who are travelling with us frequently to their favourite HK Express destinations. We hope that by eliminating blackout dates and the ability to redeem points for any available seat, our Guests will continue to feel like valued members of the HK Express family."

As soon as Guests sign up for an account online at www.reward-U.com, they are eligible to start accumulating points! Starting next month, reward-U members will be able to start

spending their points on flights and a variety of services — both for themselves and as gifts for friends.

As an added incentive to enroll in reward-U, for a limited time Guests who have flown on HK Express from 1 January 2016 can retroactively claim points for services purchased.

| Loyalty Program Features | reward-U | Full Service Airline Programs |
|---|----------|-------------------------------|
| Earning based on ticket price | ✓ | Ticket price & miles flown |
| All seats available for redemption | ✓ | ✗ |
| Pay for trip with points and credit card (partial redemption) | ✓ | Redeem per segment only |
| Form a group to accumulate points faster | ✓ | ✗ |
| No restriction on whom you can transfer points to | ✓ | ✗ |
| No restriction on whom you can redeem points for | ✓ | ✗ |

To learn more, visit www.reward-U.com and start earning points with your own reward-U account.



Photo caption: Mr. Andrew Cowen, CEO of HK Express with Celebrity Guest, Ms. Sammi Cheung officiated reward-U loyalty program.



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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, follow us on Facebook fan page: www.facebook.com/HKExpress, SinaWeibo: 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 23 of the most popular destinations in Asia. Besides Yangon and Mandalay in Myanmar, and Ishigaki, Takamatsu and Kagoshima in Japan 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 4 million Guests – a major achievement that attests to the popularity of the airline, supported by consistent Guest satisfaction scores of +93% and a complaint rate of < 0.1%.