



For Immediate Release

**The Birthday Bash Continues!
HK Express Unveils More Surprises on Its 3rd Birthday**

(Hong Kong, 31 October 2016) HK Express is throwing a huge celebration to celebrate its 3rd birthday! Hong Kong's low-fare airline is sharing the momentous occasion in the best way possible — with a unique interactive digital game with a slew of prizes for Guests to enjoy.

Two weeks ago, the low-fare airline kicked off its birthday extravaganza with promotional fares to all of the hottest destinations in the HK Express route network. And this week? HK Express invites Guests to join the party online where a unique game of “Musical Seats” will reward Guests with flights to the most sought-after destinations around the region including new routes, Guam and Saipan.

Putting a creative spin on the nostalgic game of Musical Chairs, HK Express has re-imagined the concept so Guests from can play together online! Everyone can take part in the digital interactive game, simply by logging on to the “hkexpress.com/musicalseats” game page.

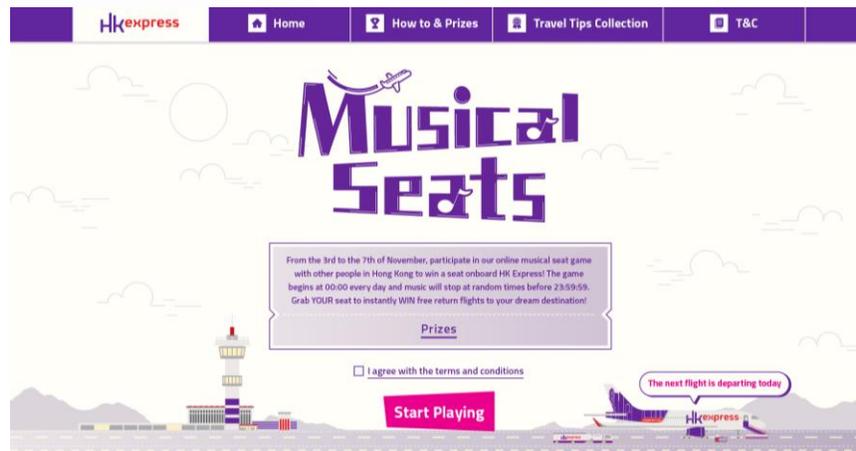
Need a little refresher? Here's how it works: As soon as the music stops, players will scramble to select a seat on the screen. The first 50 people who manage to snag a seat will win a round-trip flight to a surprising destination.

The fun starts on 3 November (00:00) and runs until 7 November 2016 (23:59). There will be a game of Musical Seats every day across the five-day gaming period, which means there are 250 flight tickets up for grabs. In addition to the free flights, there will be lots of other prizes— such as reward-U points and an incredible grand prize sponsored by U-FLY Holidays: a 4-day, 3-night trip to Chiang Mai, with flights and hotel included!

“We are thrilled to celebrate our 3rd birthday with all of our loyal Guests!” said Andrew Cowen, Director and CEO of HK Express. “We wouldn't have come this far, and seen such incredible success if it weren't for the support of HK Express Guests and their passion for travel. We will continue to offer superlative services, the highest safety standards and honour our commitment to affordable airfares in the many years to come.”

The low-fare airline has one more surprise in store: a Buy-1-Get-1 Free Offer for flights to most of the destinations in its route network, including the newly launched Chiang Rai and Nha Trang. This special offer will run from 1 to 3 November 2016, with a travel period between 15 November 2016 and 25 March 2017.

hkexpress.com



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 25 of the most popular destinations in Asia. Besides Nha Trang in Vietnam (9 November 2016), Chiang Rai in Thailand (25 November 2016) and Hualien in Taiwan (6 December 2016), it is also expected to launch Guam (15 December 2016) and Saipan (17 January 2017). With its fast growing fleet and enticing number of destinations, HK Express has flown 6 million Guests – a major achievement that attests to the popularity of the airline. HK Express is also one of the founder airlines of the world’s first LCC alliance, U-FLY Alliance, and is a partner member of reward-U and U-FLY Holidays.