



For Immediate Release

***HK Express Airways Announces Unbelievably Low Air Fares to 7 Destinations
One Way Flights from as little as \$228!***

Hong Kong, 12 September, 2013 – For months, HK Express has been in the process of transforming itself into Hong Kong's one-and-only low-fare airline. Now, HK Express is pleased to announce that the process is nearly complete. Ahead of its first flight as a low-fare airline in October, HK Express today went on sale with unbelievably low airfares to seven destinations.

As of today, Hong Kongers can jump online to www.hkexpress.com and start planning their dream holidays at never-before-seen low prices to destinations including Chiang Mai, Kota Kinabalu (Sabah), Kunming, Phuket, Taichung and Tokyo Haneda. To commemorate with the launch, HK Express today announced yet another new route, Osaka Kansai, Japan.

HK Express makes its debut flight as Hong Kong's low-fare airline on 27 October 2013, marking the end of overpriced airfares to and from Hong Kong once and for all. This is the beginning of a new phase in travel for Hong Kongers – who for too long have been denied low-fare flights to their favourite destinations. By going online today, visiting your local travel agent or calling (+852) 3902 0288, guests of HK Express will be able to book one-way tickets to 7 destinations (please refer the Appendix I & 2 to get further information of airfares and route schedule).

“We really want to make air travel open to everyone and with today's launch we hope that will become possible. For too long the people of Hong Kong have been paying too much for air travel so we are extremely excited to be able to offer them safety and convenience at amazing prices; this is the dawn of a new era in Hong Kong's aviation history. As we said before, the tickets really are cheaper than a rice-cooker!” says Andrew Cowen, Deputy Chief Executive Officer of HK Express.

We expect the launch of sales today together with our unbeatable fares; will enable us to achieve double digit growth in our market share within the coming three months. We are targeting to carry at least 1.5 million passengers in the first year of operation.”



Indeed, HK Express are confident that their position as Hong Kong's one-and-only low-fare airline, will not only providing the people of Hong Kong with incredibly priced flights, but also creating more jobs for local people as HK Express plans to increase its staff numbers from 232 today to over 600 by the end of 2014.

“Currently, our fleet consists of five aircraft and we will grow this to in excess of 30 aircraft within five years. This fleet growth will enable us to double the number of destinations to which HK Express' low fares are available by summer of 2014. We are confident that our plans will be well received by the people of Hong Kong and together we will build the first successful low-cost carrier in Hong Kong!” added Mr. Cowen.