



Immediate release

HK Express' "Siu Mai" Express Aircraft Launches, Bringing the Flavor of Hong Kong Culture to Asia!

(HONG KONG, 24 June, 2014) HK Express, Hong Kong's one-and-only dedicated low-cost carrier, recently announced the launch of the first themed fleet named by Hongkongers – "Siu Mai" Express!

HK Express recently organized a "Name the Plane" competition, inviting the people of Hong Kong to suggest themes for their fleet which encapsulated the spirit of Hong Kong and could be applied to every aircraft. Winner Kitty Choy chose "Dim Sum" as the theme, with the reasoning that HK Express' low-cost fares make overseas travel and weekend breaks as simple as having a Sunday Yum Cha session!

Five Airbus A320s will be named after "Dim Sum" dishes, with "Siu Mai" travelling to 13 destinations in Asia. To symbolize HK Express' position as home-grown airline, the livery features a Hong Kong skyline in a vibrant violet hue. With the "H" and "K" of HK Express extending upwards, the livery promotes the spectacular Victoria Harbour view to overseas guests, emphasizing Hong Kong's innovative spirit and success as an international metropolis.

Guests are able to enjoy traditional Hong Kong delicacies onboard, including traditional assortment of dim sum and "Hong Kong's famous *Three Treasures*: Fried Capsicum and Eggplants stuffed with Minced Fish". These delectable dishes add another dimension to the hot and cold beverages and food already available in flight.

"With the new livery and our special naming project, we intend to promote Hong Kong's local culture and character to our foreign Guests." said Andrew Cowen, Deputy CEO of HK Express, "Naming our fleet after dim sum dishes makes perfect sense as well, given that the affordable price of dim sum complements HK Express' image as a low-cost carrier. We make it possible for our Guests to travel to more Asian regions at an exceptionally good price."



Currently, HK Express operates six Airbus A320s, carrying approximately 180 guests each flight. To cope with its continuous expansion, HK Express plans to expand its fleet to 10 by the end of 2014.

<p>Andrew Cowen, Deputy CEO of HK Express poses with Kitty Choy, who named the “Dim Sum Fleet”.</p>	<p>The new livery features a stunning skyline with the “H” and “K” of HK Express extending upwards. The livery pays homage to the iconic imagery of Victoria Harbour.</p>

For more information, please visit <http://www.hkexpress.com> 、 follow us on Sina Weibo: weibo.com/hkexpress or refer to our Facebook fan page: hkexpress.com/facebook

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About HK Express:

HK Express commenced flights on 27 October 2013 from their home in Hong Kong, as Hong Kong’s one-and-only dedicated low fare airline. HK Express flies to 13 destinations, including Phuket and Chiang Mai in Thailand, Taichung in Taiwan, Kunming and Ningbo (commences 1 August) in Chinese mainland, Penang and Kota Kinabalu (Sabah) in Malaysia, Tokyo-Haneda, Osaka Kansai, Fukuoka and Nagoya (commences 18 September 2014) in Japan, and Seoul-Incheon and Busan (commences 7 August 2014) in Korea.