

For Immediate Release

Dance to the Beat of World Music in Penang
HK Express Announces Exciting New Sponsorship – Official Airline Partner of
Penang World Music Festival

Hong Kong, 19 March 2014 – HK Express announced today that they are the official airline partner of the Penang World Music Festival, taking place 12-13 April, 2014.

The Penang World Music Festival showcases 12 culturally exotic bands, covering genres as diverse as Folk, Balkan, Gypsy, Reggae, Tribal, World Jazz and many more. The two-day festival will be held at the famed 130-year-old Penang Botanic Gardens, in Penang, Malaysia.

HK Express will have their own booth onsite at the festival, which will features fun games, competitions and chances to win great prizes, including free tickets to various destinations on their network.

A highlight of this years' festival is World Grammy nominee N'Faly Kouyate, hailing from West Africa and Belgium. N'Faly is sometimes referred to as "Jimmy Hendrix of the Kora", a Kora being a West African bridge harp. Festival goers can also dance to the energetic and vigorous drum beats of Tribal Drum group Dollu Kunita, a popular act from India, who perform the ancient dance of the Gohdi Horse Dancers from Rajasthan. There are many more exciting acts, including Flamenco group Davila Trio, Alvorada Pé Vermei from Brazil, and traditional Malay flute and Rabana players from Malaysia.

In addition to this exciting news, HK Express is running a Facebook competition this March to give away FREE round-trip tickets to Penang, plus FREE passes to the Festival so be sure to like their Facebook page and sign up to the enewsletter at hkexpress.com for further details.

"We've been thrilled with how much Hongkongers have embraced Penang as a fun and alternative holiday destination," said Mr. Andrew Cowen, Deputy CEO of HK Express, "Our partnership with the Penang World Music Festival is sure to raise the profile of Penang as a cultural hotspot, and encourage even more Hongkongers to make the journey."

“In November last year, we were absolutely delighted that HK Express had begun to fly the Hong Kong to Penang route, and we immediately thought of them as the ideal partner for this wonderful festival event,” said YB Danny Law Heng Kiang, Penang State EXCO (Minister) for Tourism Development. “Having HK Express as the official airline of the Penang World Music Festival 2014 is our first collaboration project, and we anticipate many more projects in the future.”

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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 only low-fare airline. HK Express flies to Phuket and Chiang Mai in Thailand, Taichung in Taiwan, Kunming in Chinese mainland, Kota Kinabalu (Sabah) and Penang in Malaysia, Tokyo-Haneda, Osaka Kansai and Fukuoka (commences 10 April, 2014) in Japan and Seoul-Incheon in Korea (commences 30 March 2014).

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