



Immediate Release

HK Express' U-FLY Alliance Livery Debuts in Hong Kong World's First LCC Alliance Welcomes Second Branded Livery Aircraft

Hong Kong, 23 December, 2016 Hong Kong's low-fare airline HK Express has showcased its brand new tailored livery today featuring the iconic colour and patterns of U-FLY Alliance, the world's first alliance of low-cost carriers. As one of the founding members of the alliance, HK Express is pleased to welcome the first alliance branded aircraft to Hong Kong, which is the second one to sport the vibrant livery, following West Air earlier this month.

The HK Express aircraft finished painting today and will arrive in Hong Kong on 24 December 2016 to start commercial service. Comprising five LCCs — Seoul's Eastar Jet, HK Express, Kunming's Lucky Air, Urumqi Air and Chongqing's West Air— the U-FLY Alliance is the first LCC network in the world that can connect Guests to an exponentially increasing number of destinations across participating carriers' route maps.

Constantly expanding its offerings, the U-FLY Alliance has more good news in the pipeline. On 16 December 2016, HK Express and Seoul-based Eastar Jet to launch a pilot route between Seoul-Hong Kong-Chiangmai with interline ticketing and an efficient Global Distribution System (GDS). The two airlines are working closely to develop these new interline routes, which could potentially launch as early as the first quarter of 2017.

"The U-FLY Alliance was founded on the principle of flexible and affordable travel, enabling access to hard-to-reach destinations across Asia," said Andrew Cowen, Director and CEO of HK Express who is also CEO of U-FLY Alliance. "We are thrilled to see the cooperation between countries and carriers as we build a better-connected Asia."

Given all the great news, HK Express is in celebration mode. Joining the festivities, the airline is launching fares from HKD168 to most of the airline's destinations. The promotion runs from 27 December (00:00) to 2 January (23:59) with a travel period that extends for almost all of 2017, from 3 January to 30 November 2017.

To learn more about U-FLY Alliance, which seamlessly connects travellers with participating carriers across Asia, Guests need only to visit the easy-to-use website www.uflyalliance.com.

*The offer is not applicable to taxes and other government imposed taxes and fees and is subject to availability. Terms and conditions apply.



Photo Caption: HK Express aircraft is under painting



Photo Caption: HK Express U-FLY Alliance Livery Aircraft



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.