

FOR IMMEDIATE RELEASE

HK Express Welcomes New Member of Dim Sum Fleet - *Haa Gaau*

Hong Kong – 18 August, 2014 Hong Kong based low-fare airline, HK Express, has recently unveiled its second 'dim sum' themed aircraft *Haa Gaau* (shrimp dumpling). The Airbus A320 aircraft has entered service and flies to 14 destinations throughout Asia, including the newly launched route to Korea's second largest city, Busan.

"Like the magnificent Hong Kong skyline, *dim sum* is a quintessential part of Hong Kong life," said Deputy CEO, Andrew Cowen. "Naming our aircraft after this delicious Hong Kong morsel was a fun and engaging way in which to acknowledge our home city."

Mr. Cowen continued, saying "the competition to name our planes generated a great deal of excitement and interest and this was just one way in which we were able to reach out to the people of our community and make them feel a part of our growing airline."

Following *Siu Mai* (pork dumpling), *Haa Gaau* is the second of five Airbus A320s to feature the delightful dim sum moniker. The new aircraft colours feature a stylized Hong Kong skyline in a vibrant violet hue and bold HK Express branding along the otherwise radiant white fuselage.

The next three aircrafts in the fleet to be christened with their new *dim sum* name will be rolled out by the end of this year.

HK Express has flown over 800,000 Guests since commencing operations in October 2013. With a current fleet of seven modern Airbus A320s, HK Express offers efficient, affordable and borderless air travel to everyone in Hong Kong and beyond.

For reservations or information, please visit www.hkexpress.com, follow us on SinaWeibo: www.weibo.com/hkexpress, WeChat: HK Express, Instagram: @HK_Express or refer to our Facebook fan page: www.facebook.com/HKExpress.

- END -



Photo Caption: Children from some of HK Express employees got a first-hand view of the new aircraft, while presenting their own *Haa Gaau* creations.

About HK Express:

HK Express is Hong Kong's one-and-only dedicated low-fare airline. By focusing on low fares, safety and best-in-class on-time reliability, HK Express is revolutionizing air travel in Hong Kong and Asia. Currently HK Express flies to 14 popular destinations throughout Asia, with a commitment to opening more exciting routes in the immediate future, including Nagoya in Japan (commencing 18 September 2014) and Zhengzhou in China (26 September, 2014). HK Express offers efficient, practical and borderless air travel, bringing the spirit of low fare travel to everyone in Hong Kong.

即時發佈

HK Express 推出點心機隊新成員「蝦餃」

（香港 · 2014年8月18日）本地唯一一家建基於香港的低成本航空公司 — HK Express宣佈其「點心機隊」再添新成員 — 「蝦餃」。作為第二架以香港特色點心命名的飛機，這架空中巴士A320客機將與此前的「燒賣」一同翱翔於藍天，飛往HK Express在亞洲的14個航點，其中包括最新推出的韓國第二個航點 — 釜山。

HK Express 行政副總裁 Andrew Cowen 表示：「與美麗的天際線一樣，點心亦是香港的城市名片之一，也是港人生活中的重要組成部分。用點心為航機命名十分新奇有趣，我們希望通過這種方式弘揚香港的美食文化，同時也將拼搏勤勉的香港精神帶到亞洲各地。作為我們的宣傳活動之一，HK Express 推出了別出心裁的機隊命名比賽，吸引了大量市民報名參加，在提高品牌知名度的同時，也讓公眾親身參與到 HK Express 的快速發展中來。」

繼早前推出的「燒賣」之後，「蝦餃」成為 HK Express 「點心機隊」五架空中巴士A320客機中的第二架。這架飛機採用亮白色機身，上面繪有HK Express鮮艷的品牌圖案，機尾處則以亮麗的紫色描繪出香港美麗的天際線輪廓。

「點心機隊」的其餘三架航機將陸續於年內揭曉。

自2013年10月底投入運營以來，HK Express已搭載了超過80萬名旅客飛往亞洲各地。目前HK Express機隊共擁有七架A320空中巴士客機，為香港及世界各地旅客提供便捷舒適、價廉物美的飛行選擇。

瞭解更多資訊，可瀏覽HK Express網頁<http://www.hkexpress.com>、登入HK Express 新浪微博專頁 www.weibo.com/hkexpress、Facebook 專頁<https://www.facebook.com/HKExpress>、關注HK Express微信公眾帳號以及Instagram帳號@HK_Express。

- 完 -



圖片：HK Express 員工子女獻上手工「蝦餃」，慶祝「蝦餃」正式啟航

關於 HK Express

HK Express 是唯一一家建基於香港的低成本航空公司。憑藉相宜的票價、穩定的安全性和業內領先的準點率，HK Express 的出現為香港及亞洲地區的航空市場帶來全新氣象。目前，HK Express 的航點覆蓋亞洲 14 個的熱門旅行目的地，包括日本名古屋(將於 2014 年 9 月 18 日正式開通)以及中國鄭州(將於 2014 年 9 月 26 日正式開通)，並計畫在不久的將來開闢更多新航點。HK Express 致力於為每一位旅客提供舒適便捷的航班服務，擴大廉游亞洲的版圖。