



FOR IMMEDIATE RELEASE

AirAsia X proudly presents Comic Fiesta 2016

- *Stand a chance to win free flights to Japan by snapping a photo and post it online with the hashtag #AirAsiaXComicFiesta*
- *Take part in the Cosplay Invitational and Malaysia Comicker's Challenge sponsored by AirAsia X for a cosplay and comic experience of a lifetime*

SEPANG, 14 December 2016 – AirAsia X is the main sponsor of the most anticipated annual convention among Malaysia's comic artists, illustrators, cosplayers and fans of animation, comics and games, the Comic Fiesta 2016 which will be held this weekend (17 & 18 Dec) at Putra World Trade Centre.

Visitors to the Comic Fiesta 2016 will stand a chance to win free flights to Japan with AirAsia X by simply taking a photo at the AirAsia X photo booth and post it on social media channels (Instagram, Twitter or Facebook) with the hashtag #AirAsiaXComicFiesta. Five lucky winners will be selected and notified via email.

Benyamin Ismail, Chief Executive Officer of AirAsia X Berhad said "We received very positive response from our participation as prize sponsor last year. This year, we are happy to return as a main sponsor and we look forward to engage with all the cosplayers, comic and animation fans and join in the creative energy by everyone."

One of the main highlights that visitors can look forward to is the *Cosplay Invitational and Malaysia Comicker's Challenge*, where participants can sign up and showcase their cosplay skills and dress up as their favourite character. Winners for each category will be announced on 18 December 2016 at the Comic Fiesta 2016 and they will stand a chance to win return AirAsia X flights from Kuala Lumpur to Taipei as well as Kuala Lumpur to Tokyo.

Comic Fiesta is Malaysia's largest and longest-running animation, comics and games (ACG) convention. Tens of thousands of comic artists, illustrators, cosplayers and fans of the culture will gather traditionally every year in December to spread awareness and information as well as furthering the creative industry in the region. The event brings the creative art market to another level by showcasing the largest amateur creative art market in Malaysia with over 100 booths of visual arts, illustrations, self-published comics, artbooks, posters as well as merchandises.

Lim Chin Hwa, President of Comic Fiesta Organizing Committee said, "We're proud to work together with AirAsia X this year as the presenting sponsor to bring the best out of Comic Fiesta! As one of the biggest and longest running cosplay, animation, comics and games event in Southeast Asia, our partnership with AirAsia X makes it possible to bring a range of new and exciting activities in Comic Fiesta 2016.

Press Release



Last year, AirAsia X was the prize sponsor for Comic Fiesta 2015 held in The Mines Convention Centre which attracted over 45,000 visitors. AirAsia X gave away flights to winners according to their respective categories for a full cosplay and comic experience in Tokyo and Taipei. Winners who flew to Japan also met renowned production houses and comic artists.

To find out more and to keep updated with the latest AirAsia news, activities and promotions, follow AirAsia on Twitter (twitter.com/AirAsia) and Facebook (facebook.com/AirAsia).

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About the AirAsia X Group

AirAsia X is the long-haul, low-cost affiliate carrier of the AirAsia Group that currently serves 23 destinations across Asia (Tokyo, Osaka, Sapporo, Seoul, Busan, Taipei, Xi'an, Beijing, Hangzhou, Chengdu, Shanghai, Chongqing, New Delhi, Kathmandu), Australia (Sydney, Melbourne, Perth, Gold Coast), New Zealand (Auckland), the Middle East (Jeddah, Tehran, Muscat) and Africa (Mauritius). AirAsia X operates a core fleet of 30 A330-300s with a seat configuration of 12 Premium Flatbeds and 365 economy seats. The airline has carried over 19 million guests since commencing operations in 2007. AirAsia X was awarded the World's Best Low-Cost Airline Premium Cabin and Best Low Cost Airline Premium Seat at the annual Skytrax World Airline Awards for four consecutive years from 2013 to 2016. AirAsia Group is the first airline globally to collaborate with INTERPOL to implement the I-Checkit system to screen passports of all prospective passengers against information contained in the world police body's Stolen and Lost Travel Documents (SLTD) database.

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