



## PRESS RELEASE

For Immediate Release

### **AirAsia X signs Commercial Marketing Agreement with Air Busan**

**Offering Guests fares from as low as MYR 349 (KRW 139, 000) from Kuala Lumpur to Busan and fare discounts up to 50% from Busan to Jeju!**

**SEPANG, 25 MAY 2014-** AirAsia X Berhad, the leading low-cost, long-haul carrier, signed a commercial marketing agreement with Air Busan Co. Ltd today, offering our guests affordable fares to Jeju Island from Busan.

AirAsia X commenced its first flight into Busan from Kuala Lumpur on July 15, 2013 with four weekly flights into the city. This marketing agreement would further offer AirAsia X's guests the option to travel into Jeju Island at a discounted fare.

**Azran Osman-Rani, CEO of AirAsia X** said, "This collaboration would further strengthen our commitment to South Korea from Kuala Lumpur and provide our guests greater connectivity between Busan and Jeju Island. Our guests may now fly to Busan for a quick getaway and opt to travel to Jeju Island at a fare discount of up to 50% on Air Busan following this collaboration."

"Our flights to Busan, which started in July 2013, have recorded a strong growth with an average of 88% passenger load to date. With this commercial agreement, we hope to further boost traffic growth between South Korea and the ASEAN region."

To mark this collaboration, AirAsia X and Air Busan will be offering hot deals to Jeju Island via Busan from Kuala Lumpur. Guests on AirAsia X flights may book online and enjoy our hot deals to Busan from as low as **MYR 349 (KRW 139, 000)** on Economy and **MYR 699 (KRW 299, 000)** on Premium from Kuala Lumpur. Bookings are available between 26 May 2014 and 31 May 2014 for travel between now until 25 October 2014.

Those opting to travel onwards from Busan to Jeju Island may take advantage of this collaboration as Air Busan is offering AirAsia X's guests with discount fares up to 50% to the island. Upon purchase of the Kuala Lumpur to Busan flight with AirAsia X, guests will be directed to a special landing page with link provided to enjoy Air Busan's exciting fares from Busan to Jeju

Concurrently, Fly-Thru promotional deals on AirAsia X are available from as low as **AUD 389** from Australia (Gold Coast, Adelaide, Melbourne, Sydney and Perth) to Busan, South Korea.

**Jeju Island**, an emerging holiday destination is located in the Southwest of the Korean Peninsula. The island boasts world heritage sites such as the Hallasan Mountain, Seongsan Ilchulbong Peak and the Geomunoreum Lava Tube System that holds one of the most extensive series of lava tube caves in the world. Jeju Island is also known for its semi-tropical forested national park and beautiful white sandy beaches that makes it one of the best vacation spots in South Korea.

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AirAsia X was the first long-haul, low fare carrier to introduce Premium Flatbed seats, which have standard business class specifications of 20" width, 60" pitch and stretch out to 77" in full recline position.

The Premium flatbeds feature universal power sockets, adjustable headrests and built-in personal utilities such as tray table, drink holder, reading light and privacy screen. Premium seat guests also enjoy premium complimentary products and services including **Pick A Seat, Priority Check-in, Priority Boarding, Priority Baggage, 25kg Baggage Allowance, Complimentary Meal and Pillow & Duvet.**

AirAsia X was awarded the World's Best Low Cost Airline Premium Seat and the World's Best Low Cost Airline Premium Class titles at the 2013 Skytrax World Airline Awards which took place at the Paris Airshow. The AirAsia Group also received its 5<sup>th</sup> consecutive year title as the World's Best and Asia's Best Low Cost Airline at the 2013 Skytrax World Airline Awards.

For more information, please visit [www.airasia.com](http://www.airasia.com)

- *Fares are all in and for one way travel only. Terms and Conditions apply.*

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### **About AirAsia X**

AirAsia X is the low-cost, long-haul affiliate carrier of the AirAsia Group that currently flies to destinations in China, Australia, Taiwan, Korea, Japan, Nepal and the Middle East. The airline currently serves 19 destinations across Asia (Nagoya, Tokyo, Osaka, Seoul, Busan, Taipei, Beijing, Hangzhou, Chengdu, Shanghai, Xian and Kathmandu), Australia (Adelaide, Sydney, Melbourne, Perth and Gold Coast) and the Middle East (Jeddah). AirAsia X currently operates a fleet of 16 Airbus A330-300s, each with a seat configuration of 12 Premium Flatbeds and 365 Economy seats. The airline has carried over 9 million guests since it commenced long-haul in 2007. Our vision is to further solidify our position as the global leader in low-cost, long-haul aviation and create the first global multi-hub low-cost carrier network along with other carriers of the AirAsia Group.

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