



The loyalty program of **HK**express

Press Release

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For Immediate Release**

**Rewards Come with the Best Hotels
Book with Club 1 Hotels and earn reward-U points!**

reward-U, Hong Kong's premier everyday loyalty programme, is bringing Club 1 Hotels onboard beginning May 22, 2017 to make it easier for members to access exclusive global wholesale hotel and resort rates in 162 countries and earn reward-U points when they travel.

"We are excited to bring Club 1 Hotels onboard as our newest partner. The new partnership will give reward-U members the opportunity to earn points from a variety of luxury hotels and indulge in a truly rewarding travel experience," said Steven Greenway, Chief Executive Officer of reward-U.

Some of the finest hotels and resorts include; St. Regis, Four Seasons, InterContinental, Shangri-la, Mandarin Oriental and Hilton are now just a few clicks away. reward-U members are invited to take advantage of an exclusive discount offer to join Club 1 Hotels and gain access to their members-only rates at over 450,000 3, 4 and 5-star hotels and resorts in 162 countries. Club 1 Hotels offers true wholesale hotel rates that are not available to the public – with no blackout dates and members can also expect last room availability, in most cases, and personalised concierge services.

With the new partnership between reward-U and Club 1 Hotels, members not only save up to 70% off retail hotel rates, they can earn 50 reward-U points for every US\$1 spent on hotels and car rentals booked through Club 1 Hotels. Members have the ability to choose from one of three Club 1 Hotels membership options offering up to 150,000 bonus reward-U points upon registration.



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"Club 1 Hotels is thrilled to work with reward-U and offer travel-loving reward-U members a wide range of accommodation from our global network of luxury hotels. We look forward to providing members with impeccable hospitality and exceptional experiences, while they enjoy our exclusive hotel rates," said Calin Paunescu, Managing Director of Club 1 Hotels.

Club 1 Hotels membership also comes with other benefits, including members-only wholesale pricing for popular tours, activities and attractions, golf tee times at international golf courses and global car rentals. Amazing holiday experiences now come at pocket-friendly prices, with bonus reward-U points!

For more information, please visit www.reward-u.com and www.club1hotels.com.

*Terms and Conditions apply. REWARD-U (HK) LIMITED reserves the final right of discretion in case of any dispute.

About reward-U

WEBSITE. www.reward-U.com | ADDRESS. 7th Floor, One Citygate,
20 Tat Tung Rd, Tung Chung, Lantau, HK
TEL. +852 3151 1818 | FAX. +852 3151 1801



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Launched on 14 April 2016, reward-U is the loyalty programme founded by HK Express, Hong Kong's low fare airline. The programme is designed to reward loyalty with an emphasis on convenience, flexibility and transparency. reward-U points are awarded based upon dollars spent, not miles flown. The programme is free to join and offers the option to accumulate points even on low cost fares. In addition to 'reward-U crew' for friends and family to gather points as a team, the programme offers an easy and efficient "any seat, any flight, any time redemption" process with no blackout dates. reward-U also offers points redemption on a variety of ancillary items including meals and baggage, providing a smarter and better way to travel. For more information, please visit: www.reward-U.com.

About Club 1 Hotels

Club 1 Hotels provides members with privileged access to an artistic collection of global 3, 4 and 5-star hotels and resorts at exclusive rates up to 70% off. Knowledge and passion for travel and exceptional personalized service are the foundation upon which this members-only global luxury hotel club is built. Members can expect impeccable hospitality with the goal of creating lasting and cherished relationships. For more information about Club 1 Hotels or membership packages, please visit their website at www.club1hotels.com.

Media enquiries:

reward-U:

Ms. Helen Tsui
Supervisor, Marketing & Communications
Tel.: (852) 3906 7636
Email: media@reward-u.com

Club 1 Hotels:

Ms. Jill Morgenthaler
Public Relations
Tel.: (630)220-6075
Email: jillmorgenthalerpr@gmail.com