



Press Release

For Immediate Release

July 6, 2011

Hong Kong Airlines Selects AsiaPay as its Trusted Online Payment Service Provider

Hong Kong – Hong Kong Airlines Limited selects AsiaPay as its secure electronic payment processing solution provider for its online booking system. AsiaPay provides Hong Kong Airlines' online booking system with its multi-currency, multi-lingual, multi-card, multi-channel, award-winning payment platform, PayDollar, bundled with online fraud detection and prevention solution.

Payment security and fraud control has always been the key concerns of the airline industry. In addition to being the leading PCIDSS compliant electronic payment service and solution player in Asia and a certified 3D-Secure vendor for Visa, MasterCard, American Express, and JCB, PayDollar offers the latest anti-fraud control and management tools (PayAlert) which empowers Hong Kong Airlines to effectively manage online payment risks along the growth of its online ticket sales. Also, the secure transaction processing technology and authentication controls of PayDollar provides a secure environment for customers of Hong Kong Airlines to conveniently book their flights through its website with peace of mind.

With PayDollar's extensive payment choices and network in Asia, Hong Kong Airlines customers can enjoy convenient booking and payment with their preferred choice of payment methods.

According to Andy Ma, Deputy General Manager of eCommerce, Hong Kong Airlines, with considerations of AsiaPay's professional localized services and goodwill, Hong Kong Airlines is confidently taking AsiaPay as their online payment processing vendor for its global market. "We are expecting our new partnership would supplement our business development strategies, and help to improve our customer experience," said Mr. Ma. "As a reliable online payment player, AsiaPay integrates and simplifies the process of payment processing and fund settlement across Asia and payment options. It has considerably enhanced our operation efficiency and fraud management effectiveness."



Mr. Joseph Chan, CEO of AsiaPay, shared that, "AsiaPay is honored to serve Hong Kong Airlines, sharing our track records on ePayment processing and management experience in serving the airline industry in Asia. We strive to continually bring new ePayment values to Hong Kong Airlines to support its business and customer needs over time."

- End -

About AsiaPay

Founded in 2000, AsiaPay, a premier electronic payment solution and technology vendor and payment service provider, strives to bring advanced, secure, integrated and cost-effective electronic payment processing solutions and services to banks, corporate and eBusinesses in the worldwide market, covering international credit card, debit card and other prepaid card payments. AsiaPay is an accredited payment processor and payment gateway solution vendor for banks, certified IPSP for merchants, certified international 3D-Secure vendor for Visa, MasterCard, American Express and JCB. AsiaPay offers its variety of award-winning payment solutions that are multi-currency, multi-lingual, multi-card and multi-channel, together with its advanced fraud detection and management solutions. Headquartered in Hong Kong, AsiaPay offers its professional ePayment solution consultancy and quality local service support across its other 8 offices in Asia including: Thailand, Philippines, Singapore, Malaysia, Mainland China, Taiwan and Vietnam. For more information, please visit www.asiapay.com and www.paydollar.com

About Hong Kong Airlines

Hong Kong Airlines and Hong Kong Express Airways are full service carriers based in Hong Kong. Established in 2006 and 2004 respectively, both companies aim to provide energetic, flexible and reliable service to customers.

Both airlines currently offer direct flights with Business class and Economy class services from Hong Kong to major cities in Mainland China, Asia and Europe, including Beijing, Shanghai, Tokyo, Osaka, Singapore and Moscow, etc. New scheduled services to Taipei will be launched soon.



For Media Enquiry, please contact
Alvin Chan
Sales and Marketing Manager
AsiaPay Limited
Tel: (852) 2538 8278