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WELCOMING "XAKURA BLOSSOM" INTO THE FAMILY

AirAsia X receives its 10th Airbus A330-300

The first delivery of A330-300 in 2013 will see AirAsia X strengthen its market positioning in existing key markets in Asia Pacific

TOULOUSE, 23 APRIL 2013 – AirAsia X, the long-haul, low fare airline today welcomes the airline's 10th Airbus A330-300 aircraft into the family at the Airbus manufacturing factory in Toulouse. The aircraft is the first delivery out of the seven total deliveries for 2013.

To further commemorate the deliveries of its aircraft in 2013, the airline launched its social media contest aptly named, "AirAsia X: Designate our Aircraft" which provided our fans the opportunity to designate a name for all its upcoming seven aircrafts.

The contest which took place between 18 March 2013 to 3 April 2013 received tremendous response with 200 names shortlisted. AirAsia X finally chose a name for its 10th baby- "Xakura Blossom", from the list. The name was chosen in time to depict Japan's famous Sakura blossom season which takes place from April to May.

The winners were judged based on their creativity, relevancy and logic that best elucidates the AirAsia X extraordinary brand. The seven winners will each receive a free return flight to any of AirAsia X's destinations.

AirAsia X's CEO, Azran Osman-Rani said, "This is an exciting time for AirAsia X, as we welcome our 10th A330-300 aircraft from Toulouse. In commemorating the birth of our 10th baby, we are also happy to announce the winner of the "AirAsia X: Designate our Aircraft" contest; Mr. Yeow Wai Yin and pleased to announce our baby's new name "Xakura Blossom". We believe that the name Xakura Blossom is synonymous with our dedication to the Japanese market; that embodies the cultural symbol and heritage in which guests around the world can assimilate to. The name can also be easily remembered as Japan is known for its Sakura or Cherry Blossoms season."

Azran also added "We are also excited to be receiving the next remaining six aircraft for this year and the additional aircraft will definitely open up more opportunities for AirAsia X. Our aim to deploy the aircraft in our key markets of Asia Pacific by adding flight frequencies and opening new routes in the region would further bring us closer to our dreams. In time, this would further allow us to take



strategic advantage of the strong feeder traffic, established operating base and strong AirAsia brand presence in locations where there is already a strong AirAsia short-haul hub by exploring additional hubs beyond Kuala Lumpur. The idea of establish such hubs to complement our network is revolutionary! For AirAsia X to have the hub-and-spoke system means that we will be able to provide our guests a more diverse and convenient flight options. Imagine the connectivity when that happens! It is going to be an exciting year for AirAsia X, and we are ready to conquer the region!"

With a true wide-body fuselage allowing very high comfort standards, the A330-300 is able to accommodate seat and class configurations to suit the diverse customer requirements. It has a range of up to 6,100 nm / 11,300 km with a full passenger load. Highly efficient and optimized for the medium – to extended range market, the A330-300 offers the best balance between range and cost. The A330-300 remains the most economic means of flying on medium range routes in true long haul comfort.

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.**

On top of that, AirAsia X recently introduced the "Quiet Zone" cabin on all its long-haul flights across China, Taiwan, Japan, Korea, Australia and Nepal. The new service enhancement is exclusively for guests who are above age 12. The "Quiet Zone" cabin features a new ambiance with soft lighting, offering a more relaxing cabin atmosphere, which will ensure a more pleasant journey for our guests.

AirAsia X has expanded their ancillary offerings to include the Red Carpet service, a special service for those seeking for a more personalised check in experience at the Kuala Lumpur Low Cost Carrier Terminal. The Red Carpet Service includes a dedicated check-in counter, priority baggage tagging and loading, access to the Plaza Premium lounge at LCCT, fast track immigration, security clearance and priority boarding with buggy service to the bay (subject to aircraft parking bay distance) which includes priority baggage delivery upon arrival.



For more information, please visit www.airasia.com

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About the AirAsia Group

AirAsia, the leading and largest low-cost carrier in Asia, services the most extensive network with 85 destinations. Within 11 years of operations, AirAsia has carried over 180 million guests and grown its fleet from just two aircraft to approximately 118. The airline today is proud to be a truly ASEAN (Association of Southeast Asian Nations) airline with established operations based in Malaysia, Indonesia, Thailand, Japan and the Philippines servicing a network stretching across all ASEAN countries, China, India, Sri Lanka and Australia. AirAsia was named the World's Best Low Cost Airline in the annual World Airline Survey by Skytrax for four consecutive years in 2009, 2010, 2011, 2012.

About AirAsia X

AirAsia X is the low-cost, long-haul affiliate carrier of the AirAsia Group that currently flies to destinations in Jeddah, China, Australia, Taiwan, Korea, Japan and Nepal. The airline currently flies to 14 destinations across 7 countries and operates a fleet of 9 Airbus A330-300s, each with a seat configuration of 12 Premium Flatbeds and 365 Economy seats. The airline has carried over 8 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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