



Peach Opens First Brand Concept Shops

- **"Fuchsia by Peach" brand concept shops**
- **To be located at Terminal 2, Kansai International Airport**
- **To offer original Peach goods and other items**

OSAKA October 26, 2012 - Peach Aviation (Peach), Japan's first dedicated low cost carrier (LCC), announced today that on October 28 it will open the first Peach brand concept shops called Fuchsia by Peach at Terminal 2 in the Kansai International Airport.

Fuchsia is an intermediate color midway between deep red and pink, and is also used in the symbol mark for Peach. With a logo and design matching the Peach logo image, the Fuchsia shops will be set up in the gate areas for domestic and international flights at Kansai International Airport Terminal 2.

Named "Fuchsia" to symbolize Peach, the shops will offer a collection of goods that are both fashionable and tasteful, expressing the Peach brand, represented by "cute & cool." Having something different from conventional souvenir shops, Fuchsia by Peach will be waiting for customers with a variety of goods such as select snacks and beverages, miscellaneous items, and cosmetics.

■ Shop information

1. Name: Fuchsia by Peach
2. Service offered: Sale of goods (Duty free products available at International gate shop)
3. Location: Kansai International Airport Terminal 2
4. Opening date: October 28, 2012 (Sun.)
5. Business hours: Domestic gate area: 5 : 30–20 : 00 (open throughout the year)
International gate area: 5 : 30–21 : 30 (open throughout the year)

"Making air travel more fun and bringing Asia closer together" Peach aims to expand its network in order to become the preferred airline between Japan and Asia, whilst at the same time cultivating relationships, connecting people and improving relations between fellow Asian cultures.

Peach Aviation Limited www.flypeach.com

Peach Aviation started flights in March 2012 as Japan's first official LCC based in Kansai International Airport. Peach operates 252 flights per week. Peach operates 26 flights (13 round-trips) per day to five domestic routes from Osaka (Kansai) to Sapporo (Shin-Chitose), Fukuoka, Nagasaki, Kagoshima and Okinawa (Naha) and 10 flights (5 round-trips) per day to three international routes from Osaka (Kansai) to Seoul (Incheon), Hong Kong and Taipei (Taoyuan). As the pioneer in Japan's LCC business and the bridge between Japan and Asia, Peach Aviation's mission is to provide innovative airline service with reasonable pricing for 365 days a year while focusing on safety and a stable low-cost structure enabled by a business model that is different compared to existing airline companies.

Shop logo:

Fuchsia by peach

Shop image (illustration):



Homepage : www.flypeach.com

Facebook Page : www.facebook.com/peach.aviation.global

YouTube Official Channel : www.youtube.com/user/PeachAviation