



## **Peach Starts In-Flight Sales with "Peach shop"**

- **Sales will start on May 4 for domestic flights and on May 8 for international flights**
- **18 items will be available for domestic flights and 53 items will be available for international flights**
- **Total of 4 Peach original goods will be available**

**Osaka, May 2, 2012** – Peach Aviation Limited (Peach), Japan's first dedicated low cost carrier (LCC), announced today the commencement of in-flight sales with "Peach shop."

Aligning with the start of Peach's first international flight, the Osaka (Kansai) – Seoul (Incheon) route, Peach begins the in-flight sales of duty free items such as accessories and cosmetics and Peach's original goods in addition to the current "Peach DELI" in-flight meal and beverage service. There will be 53 duty free items available for international flights, and for domestic flights, 18 items chosen from international flights sales items will be available. \*Duty free sales will be available only on international flights. Items sold on domestic flights will be subject to tax.

Among the items are Peach original items named "Peach SPECIALS" prepared stemming from many requests. For this issue of "Peach shop", there are a total of four products: 1/200 scale model aircraft, original blanket, aircraft model key chain and luggage badge. These items are only available for Peach's in-flight sales. Peach's original goods will be sold both on domestic and international flights (Sales date for Peach's original goods will be different per item).

### Peach Aviation Limited

Peach Aviation became Japan's first official LCC (low cost carrier) in February 2011. Peach commenced flights from its home base, Kansai International Airport, to Fukuoka, Sapporo (Shin-Chitose), Nagasaki and to Kagoshima. Peach's first international flight, the Osaka (Kansai) – Seoul (Incheon) route will commence in May 2012, the Osaka (Kansai) – Hong Kong route will commence in July 2012 and the Osaka (Kansai) – Taipei (Taoyuan) route will commence in September. Beyond July 2012, an Okinawa (Naha) route is set to commence as well.

Peach Aviation creates new airline networks across Asian countries. It is dedicated to providing safe, reliable, and affordable flights that will create new value and options in air travel. Peach will become a bridge between the growing economies of Asia and Japan. Peach Aviation's mission is to provide services that combine both safety and reasonable pricing for 365 days a year.

Website: [www.flypeach.com](http://www.flypeach.com)

Facebook Page: [www.facebook.com/peach.aviation.global](http://www.facebook.com/peach.aviation.global)

YouTube Official Channel: [www.youtube.com/user/PeachAviation](http://www.youtube.com/user/PeachAviation)

## Peach SPECIALS



**1/200 scale model aircraft**



**Blanket**



**Aircraft model key chain**



**Luggage badge**

### <Information>

- Peach shop accepts cash or credit card payment.
- Local currency of departure and arrival countries can be used for international flights. For currencies other than Japanese yen, coins will not be accepted. Change will be given only in Japanese yen.
- Please refer to "Peach shop" pamphlet available in Peach's seat pockets for further information.
- In-flight sales may be changed or terminated at any time without notice.