



June 11, 2013

Announcing the New Peach Communication Magazine The Pre-Inaugural Issue of "Peaching"

- **A new publication about Peach's thoughts and ideas**
- **Will be published monthly beginning in late October**
- **Peach's first printed publication**

Peach Aviation Limited (Peach; Representative Director & CEO: Shinichi Inoue, Head office: Izumisano-shi, Osaka) announced today that it would begin publishing "Peaching", a new communication magazine, and has already published its pre-inaugural issue.

The Peaching communication magazine will be used to convey to the outside world Peach's values and cultures. This first issue is its pre-inaugural issue, and publication of the inaugural issue is scheduled for late October.

The Internet is Peach's main channel for reservations, and Peach has been active in conveying information using online media, such as its website, Facebook, and e-mail newsletters. Peaching will be a printed publication that conveys Peach's world-view to an even wider range of generations.

In this pre-inaugural issue, Representative Director & CEO Shinichi Inoue introduces the concept behind Peach. The issue also contains essays regarding flight destinations, and information about Peach's routes.

Peaching will be distributed at Peach departure and destination airports, as well as other locations, such as the waiting rooms of major hospitals nationwide.

Peaching Details

Title:	Peaching
Publication date:	Late October (monthly publication planned)
Circulation:	30,000
Available locations:	Airports offering Peach flights, waiting rooms in major hospitals nationwide, etc.
Size:	B5, 12 to 16 pages, color
Publisher:	Peach Aviation Limited

About Peach Aviation

Peach Aviation started flying in March 2012 with its hub at Kansai International Airport. Peach currently operates flights on 6 domestic routes and 3 international routes for a total 9 routes. Peach is planning to open an Osaka (Kansai) to Ishigaki route on June 14, and an Osaka (Kansai) to Busan route and an Okinawa (Naha) to Ishigaki route on September 13. Peach will continue to further create innovation in aviation from Kansai International Airport.

Website: www.flypeach.com

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

YouTube official channel: www.youtube.com/user/PeachAviation