

July 30, 2013

Announcing the Introduction of a Special Design Aircraft, Peach x "Rune" x "GirlsAward"

- **Peach's first specially designed aircraft**
- **Plane fashioned with "Rune" character and "GirlsAward" starts services today**
- **Flight service scheduled for both domestic and international routes**

Peach Aviation Limited (Peach; Representative Director & CEO: Shinichi Inoue, Head office: Izumisano-shi, Osaka) announced today that as of today, it had started flight services of aircraft adorned with a special design, a "Rune" character dressed as a Peach flight attendant and a "GirlsAward" logo.

Peach had earlier announced that it would collaborate with "Rune Naito" ("Rune"; copyright holder: Kabushikikaisha Rune; President and CEO: Kenji Kawamoto, headquarters: Shibuya-ku, Tokyo), called the "roots of Kawaii", and the "GirlsAward" (organizer: GirlsAward executive committee), the largest music and fashion event held in Japan. The special design aircraft is the first part of the collaboration efforts.

Two aircraft adorned with the special design appeared at Kansai International Airport today, flights MM103 and MM215, and debuted in the skies of Japan as they flew to Sapporo's Shin-Chitose Airport and Naha Airport, Okinawa, respectively.

Starting today, the special design aircraft will fly Peach's various domestic and international routes, and with a later addition of another aircraft, the three planes will communicate the culture and high spirits of Japan.

About Peach Aviation Limited

Peach Aviation started its flight services in March 2012 as Japan's first official LCC based at Kansai International Airport. Peach currently operates a total 10 routes: 7 domestic and 3 international. It is scheduled to open an Osaka (Kansai) - Busan route and an Okinawa (Naha) - Ishigaki route on September 13, and an Osaka (Kansai) - Tokyo (Narita) route on October 27.

A "Rune" character and "GirlsAward" logo adorned on Peach aircraft

