



March 3, 2014

Peach Celebrates Second Year in Service **Determined to offer new values in its third year and creating a fusion of** ***airline plus entertainment***

- **Participation in Okinawa International Movie Festival**
- **Many TV talent from Yoshimoto Kogyo take part in Peach's commemoration ceremony celebrating its second anniversary**
- **Offering new value through the fusion of *airline plus entertainment***

Peach Aviation Limited (Peach; Representative Director & CEO: Shinichi Inoue, Head office: Izumisano-shi, Osaka) held today at Kansai International Airport a ceremony marking its second year in service.

Kicking off the celebration of its second anniversary, Peach is set to participate in the Okinawa International Movie Festival, which will be held by YOSHIMOTO KOGYO CO.,LTD. (President: Hiroshi Osaki; company headquarters: Chuo-ku, Osaka) from March 20, the start of various endeavors to be implemented by Peach and Yoshimoto in the days to come.

Through the deployment of their various plans, the two companies are determined to offer new value to their customers through the fusion of *airline plus entertainment*.

Joining the festivities for Peach's second anniversary ceremony today were Yoshimoto Creative Agency talent Tommy's Masa and "Sumimasu-geinin" ("we'll live there-comedians"), who are active at the various Peach destinations. Detailed information on further initiatives will be notified as they become available.

On a separate note, to mark its second year of service, Peach is holding a giveaway campaign for new registrations for its mail magazine starting at 5 PM today on the Peach website, where fabulous presents will be given away by draw. While this campaign is underway, the two limousine buses operated by Nankai Bus Co.,Ltd. and Kansai Airport Transportation Enterprise (KATE), which shuttle between Nagoya train station and Kansai International Airport, will be adorned with Peach wrapping as a promotion for customers from the Nagoya area.

Peach currently operates 10 domestic routes and six international routes, and just opened a new route between Osaka (Kansai) and Matsuyama on February 1. Peach will continue its aggressive development of routes and steady cultivation of new demand for low-fare air travel, and offer new values through its various initiatives.

ウェブサイト: www.flypeach.com

Facebook ページ: www.facebook.com/peach.aviation

YouTube 公式チャンネル: www.youtube.com/user/PeachAviation