



February 21, 2015

**Okinawa and Asia Become Even Closer!
Peach Starts Services on Okinawa (Naha) - Hong Kong Route
- Expansion in International Routes to/from Naha Airport Expand**

- **Services start on Feb. 21 with 4 weekly round-trip flights (8 flights)**
- **The first Okinawa (Naha) - Hong Kong route for an LCC**
- **The second international route from Naha Airport**

Peach Aviation Limited ("Peach"; Representative Director & CEO: Shinichi Inoue; Head office: Izumisano-shi, Osaka) announced today that it had begun services on a route between Okinawa (Naha) and Hong Kong.

The Okinawa (Naha) - Hong Kong route will be serviced with four round-trip, or eight flights a week, flying Mondays, Wednesdays, Saturdays, and Sundays. It is the first time for an LCC to service this route and the first time in twelve years for a Japanese airline to operate a regular passenger service between the two destinations.

Peach Representative Director & CEO: Shinichi Inoue provided the following comment on the opening of the Okinawa (Naha) - Hong Kong route: "I am very pleased that we have started servicing the Okinawa (Naha) - Hong Kong route. Our full-fledged operation on this route raises expectations for increased inbound travel from Hong Kong, its neighboring areas, and other Asian countries. I am convinced that further increases in the number of visitors to Okinawa will enable a spreading economic effect on Okinawa in various ways. We will make ongoing efforts to expand our operations based out of Okinawa (Naha) Airport, with particular focus on increasing our international flights, and continue to contribute in our humble way for the initiatives of Okinawa Prefecture to achieve the ten million tourists it aims to achieve by the year 2021."

The Okinawa (Naha) - Hong Kong route is Peach's seventh international route and it is the second international route to follow Taipei (Taoyuan) based out of Naha Airport, a second hub for the airline after Kansai Airport. It is the fourth route departing from and arriving at Naha Airport including the two domestic routes to Osaka (Kansai) and Fukuoka.

Peach will continue to aggressively cultivate new routes and generate new aviation demand through its low fares to enable its customers to make casual uses of aircraft in the same way that they would ride trains as it hopes to enrich people's lifestyles with new encounters, exchanges, and ties.

Website: www.flypeach.com

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

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