

Press Release

For immediate release

Peach Launches New Campaign to Name Aircraft “Name Our New Plane, Vote for the Winner!”

OSAKA October 12, 2011 – Peach Aviation announced today it has launched a campaign to decide the name of its new aircraft. The campaign, titled “Name Our New Plane, Vote for the Winner!” gives everyone the chance to send in naming suggestions, which will then be compiled by Peach Aviation into a shortlist. From this shortlist, members of the public will be able to vote on their favorite name, which will end up emblazoned on the new aircraft.

The person who suggested the winning name will receive 100,000 yen’s worth of points which can be exchanged for flight tickets, and the chance to become a cabin attendant for a day. The winning name will also, of course, be painted on Peach Aviation’s new aircraft.

Peach Aviation, Japan’s first dedicated low cost carrier, continues preparations for its inaugural flight in March 2012, and through campaigns such as this, the airline remains dedicated to engaging its customers.

For details, please visit our website at www.flypeach.com/campaign/naming/.

(The Campaign Page will only be available in Japanese)

Campaign Overview

- Campaign Name: “Name Our New Plane, Vote for the Winner!”
- Application Period: October 12 – November 7, 2011
- Voting Period: November 15 – December 9, 2011
- Prize: 100,000 yen’s worth of points and the chance to be a cabin attendant for the day.

Peach Aviation Limited www.flypeach.com

Peach Aviation became Japan’s first official LCC (low cost carrier) in February 2011. It will be commencing flights from its home base, Kansai International Airport, no later than March 2012.

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.