

Press Release

July 7th, 2011

For immediate release

Peach Aviation obtains Air Operators' Certificate

OSAKA July 7, 2011 - Peach Aviation Limited (Peach), Japan's first dedicated low cost carrier (LCC) today announced that it has received an Air Operators' Certificate (AOC) from Japan's Civil Aviation Bureau. Peach's application for the AOC was made on April 13th 2011 under Article 100 of the Aviation Act. With the granting of the AOC, Peach Aviation is officially authorized to operate an airline and can proceed with plans to commence flights from Osaka to Fukuoka and Sapporo in March 2012, and to Seoul in May 2012.

"This is a significant milestone for Peach Aviation," commented Shinichi Inoue, CEO of Peach Aviation, "as Japan's first official LCC, 'safe flight operation' is our most important value.' Peach is establishing a Safety Promotion Committee (preparatory committee) that will have its first meeting on July 11, 2011. Committee members and all employees will attend this meeting to reaffirm Peach's commitment to safety."

With Shinichi Inoue as Chairman, Peach's Safety Promotion Committee (preparatory committee) will fully enforce airline safety procedures by conducting educational training programs for Peach staff. As Japan's first dedicated LCC airline, Peach Aviation will provide new travel options at affordable prices and will act as a bridge between the growing economies of Japan and other Asian countries.

Peach Aviation Limited www.flypeach.com

Peach Aviation became Japan's first official LCC (low cost carrier) airline company 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.