



## Sendai Airport to Become a Peach Hub! New routes to open: Sendai-Sapporo, Sendai-Taipei

- **Sendai Airport to become a Peach hub as of Sept. 24**
- **Operations to start on new Sapporo route on Sept. 24, Taipei route on Sept. 25**
- **Ticket sales to start at 3 p.m. May 24 (estimated)**

**Osaka 17 May, 2017-** Peach Aviation Limited (“Peach”; Representative Director and CEO: Shinichi Inoue) is pleased to announce that as of September 24, Sendai Airport will become a new hub, out of which services will begin on two new routes.

The new routes to open services will fly from Sendai to Sapporo (Shin-Chitose) and Sendai to Taipei (Taoyuan). The Sapporo route will be a new domestic route for Peach to begin services on September 24 while the Taipei route will open on September 25 as the first international route to be serviced from Sendai Airport by a Japanese LCC. Together with the Sendai-Osaka (Kansai) route that opened in April 2013, these new routes will expand the Peach network in Sendai to two domestic and one international routes.

Peach Representative Director and CEO: Shinichi Inoue offered the following comment:

“This will be the beginning of a new story for Tohoku and Peach that has Sendai Airport as its axis. Tohoku has a wealth of appeal that has yet to become known, and it’s impossible to gauge the enormity of its potential demand. We hope to cultivate that potential demand and bring in more and more customers to Tohoku, both domestic and international, and contribute in our small way to invigorate the local economy, boost regional revitalization, and support the restoration of the region. Peach will position Sendai Airport as a new gateway to Tohoku and liven up the region through collaborations with Miyagi Prefecture, Sendai International Airport, and various people in the local community. It will also be our great joy to get people who live in Miyagi Prefecture and the Tohoku area to use Peach as an everyday method of transportation to make casual trips on Peach to destinations in Japan and abroad.”

Peach will continue to aggressively develop routes from Sendai Airport and invigorate the Tohoku area as ‘a bridge between Japan and Asia’.

### <Flight schedule>

Flight no.	Departing from Sendai	Arriving in Sapporo (Shin-Chitose)
MM413	10:00	11:15
MM417	14:45	16:00

Duration: Between Sept. 24 – Oct. 28

Flight no.	Departing from Sapporo (Shin-Chitose)	Arriving in Sendai
MM414	12:00	13:05
MM418	17:00	18:05

Flight no.	Departing from Sendai	Arriving in Taipei (Taoyuan)
MM775	16:55	20:00

Duration: Between Sept. 25 – Oct. 28; days serviced: Mondays, Tuesdays, Thursdays, and Saturdays.

Flight no.	Departing from Taipei (Taoyuan)	Arriving in Sendai
MM776	11:00	15:30

<Fares> Sendai – Sapporo (Shin-Chitose) route: 4,290 yen - 23,190 yen (Happy Peach / one way)  
Sendai – Taipei (Taoyuan) route: 7,580 yen - 39,980 yen (Happy Peach / one way)

<Start of seat sales> 3 p.m. May 24 (estimated)

**【Items to note】**

- The fares indicated above are for Happy Peach one-way promotion fares per single seat (including consumption tax).
- Handling charges, airport taxes, and other such fees are not included.
- Separate charges will be incurred for seat designations and checked baggage.
- A separate booking fee will be incurred when seats are purchased at the Contact Center or at an airport check-in counter.
- Seat availability is limited and sales will end when seats are sold out.
- Changes or additions may be made to fares and conditions without notice.
- Subject to approval by the relevant authorities.

About Peach ([www.flypeach.com](http://www.flypeach.com))

Peach began its operations out of its Kansai Airport hub in March 2012. It opened a secondary hub at Naha Airport in July 2014 and began servicing Haneda Airport in August 2015. Peach currently operates its fleet of 18 aircraft and services more than 90 flights each day on 12 domestic routes and 13 international routes, serving more than 13,000 passengers daily. Peach is planning to set up a hub at Sendai Airport in September 2017 as well as Shin-Chitose Airport in FY 2018.