

Under the Theme “Let’s communicate to your loved ones” back number Jet Starts Service ～Thank you, I love you, I’m sorry, and also Goodbye, Let’s communicate to your loved ones

- back number Jet started service today, March 10
- Supporting people who wish to talk in person to their special people under the theme of “Let’s communicate to your loved ones”
- Message from back number on special website
- back number on the plane, at the airport, and at all other travel touchpoints

Osaka, March 10, 2023, - Peach Aviation Limited (hereafter, referred to as Peach; Representative Director and CEO: Takeaki Mori), celebrating its eleventh anniversary of service, today launched a full-fledged collaboration with “back number,” a three-piece band that has released numerous famous songs and is popular among all ages. back number Jet started service today on flight MM153. In addition, a special message from back number will be available on the “back number x Peach Special Website”.



Peach employees seeing off a back number Jet.

With the keyword “Let’s communicate to your loved ones” the back number x Peach collaboration will remind everyone of the importance of meeting face-to-face, which is the starting point of communication, through a variety of initiatives.

In recent years, it has become possible to easily connect with other people by exchanging messages through apps and talking through screens, establishing a variety of communication styles. On the other hand, it has become more difficult to enjoy things with the five senses, such as “meeting, touching, and feeling,” and to communicate with others by adding a sense of warmth and emotion to words. This collaboration was realized based on a common will to support all those who try to convey their feelings directly to their loved ones without being defeated by physical or psychological distance, even in such a changing environment.

As Japan's first LCC, Peach has made air travel, which used to be a hurdle, accessible and easy. We have helped many people “go to meet and talk in person” by making travel easier, such as increasing the number of home visits from once a year to three, supporting long-distance relationships across borders, and making weekend care for parents who live in other prefectures possible. Now that the opportunity for mobility is on the road to recovery and many people are able to go to see each other in person, back number and Peach will support everyone's “Let's communicate to your loved ones” through this collaboration.

The message “Let's communicate to your loved ones” was also invented by the members of back number themselves and appeared as the last phrase of the song “Ritz Party” on their first album released in 2011. Furthermore, the words “Let's communicate to your loved ones” painted on the back number jet that entered service today and on all travel touchpoints at the airport and onboard were written by vocalist Iyori Shimizu on behalf of the members, with the hope that it will encourage fans and passengers to meet their loved ones in person and to talk directly to them.

As artists, back number express the importance of direct communication through their lyrics and music that give a supportive push, and Peach makes it possible for people to go and communicate directly by providing a stable and easy means of public transportation. We hope you will look forward to the future story of these two seemingly unrelated entities as they support everyone's “Let's communicate to your loved ones” and become partners in connecting people with each other.

Peach will continue to support the mobility of all people to properly say the thoughts they want to convey to their family, friends, partners, and favorite artists. In our eleventh year of service, as an airline nurturing human love, we will continue to enrich people's mobility by offering exciting and inspiring initiatives not bound by genre barriers.

<back number x Peach Special Website>

<https://www.flypeach.com/campaign/backnumber>

<Information on the first flight of the back number Jet>

Flight No.	Departure time	Arrival time
MM153 Osaka (Kansai) - Fukuoka	09:29	10:39
Passengers : 169 (infants: 1), Crew: 6		

Aircraft type: Airbus A320 (Capacity: 180 passengers, Aircraft number: JA826P)

Date of operation: March 10, 2023

Service period: March 10, 2023, for approximately six months*1

Routes served: All routes *Except Osaka (Kansai) - Bangkok (Suvamabhum) route

<Contents of the collaboration started today>

1. Featuring “back number original medley” as in-flight BGM



A medley of four original songs selected from backnumber's first album in four years, 'Humour', released on 17 January 2023, can be enjoyed during boarding and disembarkation.*2 A light sound that encourages departure and phrases warmly welcoming your arrival will accompany you on the journey.

Start date: From March 10, 2023 onward

Applicable Routes: All domestic and international routes

2. Special designed automatic check-in machines available



Special designed automatic check-in machines with the message “Let's communicate with our loved ones” and the back number x Peach logo will be available.

Start period: From March 10 onward

Target Airports: New-Chitose, Narita, Kansai, Fukuoka Airports

3. Specially designed aprons for cabin crew and jumpers for ground staff*3



Cabin crew will wear specially designed aprons with the back number x Peach logo during in-flight service, and ground staff will wear jumpers.

Start period: From March 10 onwards

Applicable routes (cabin crew): All domestic and international routes

Target airports (ground staff): New-Chitose, Narita, Chubu, Kansai, Fukuoka airports (where back number's five major dome tours are held)

4. The airport boarding gate monitor display gets a special makeover*4

Start period: From March 10 onward

Target airports: Domestic boarding gate monitors at New-Chitose, Narita, and Fukuoka airports

*1The period may be subject to change without notice depending on the status of service.

*2Sound tracks may not be played depending on the status of service.

*3May not be worn depending on the status of service.

*4May not be displayed depending on the status of service.

About back number (<https://backnumber.info/>)

back number was formed in 2004 in Gunma, mainly by Iyori Shimizu (Vo.Gt), and started activities in 2007 with current members Kazuya Kojima (Ba) and Hisashi Kurihara (Dr). They released their first mini-album "Nogashita Sakana" in 2009, made their major debut in 2011, and released their best album "Encore" in 2017, which includes many hit songs such as "Christmas Song," "Heroine," "Takane no Hanako-san" and "Happy End," which sold more than 800,000 copies. The following year, in 2018, the three major dome tours in Tokyo, Nagoya, and Osaka, with a total of five shows, were a huge success, selling out all locations on the same day. The song "Horizon," written in response to the cancellation of the Inter-High School Championships in 2020 due to the pandemic, was released to the public in 2021. In the same year, for the first time, back number created and produced the music for BTS's new song "Film out". It attracted attention not only from Japan but from all over the world. In August 2022, "Velvet no Uta", the theme song for the movie "Akira to Akira", was released for distribution. In October, NHK's TV drama series "Maiagare!" theme song "I Love You" was released for distribution. On January 17, 2023, they released their 7th album "Humor", for the first time in about 4 years.

About Peach (www.flypeach.com)

Peach started operating as Japan's first low-cost carrier on March 1, 2012. With seven hub airports at New-Chitose, Sendai, Narita, Chubu, Kansai, Fukuoka, and Naha, Peach currently operates 31 domestic routes and 18 international routes with 33 aircraft. Peach's first medium-haul route, the Osaka (Kansai) - Bangkok (Suvarnabhumi) route, started service on December 27, 2022. On March 27, 2023, the Nagoya (Chubu) - Taipei (Taoyuan) route will start service. Going forward, Peach's goal is to support the comings and goings of people as a convenient means of air travel, contribute to the revitalization of local communities, and become the leading low-cost carrier in Asia.