



Peach Announces Appointment of New COO

· Tiger Airways' (Singapore) Luke Lovegrove assumes COO

Osaka, September 11, 2012 – Peach Aviation Limited (Peach), Japan's first dedicated low cost carrier (LCC), announced today the appointment of Mr. Luke Lovegrove from Tiger Airways Group, an LCC based in Singapore, as Chief Operating Officer of Peach from October 1.

Mr. Lovegrove graduated University in England in 2001. Prior to joining Tiger Airways Group in 2007, he worked for Bournemouth Airport and Route Development Company. Mr. Lovegrove played an important role in the startup phase of Tiger Australia and Tiger Philippines and eventually assumed the title of Head of Business Development. He has deep expertise in commercial strategy regarding LCCs and was a driver of success for the Tiger Airways Group.

Shinichi Inoue, CEO of Peach Aviation commented that, "Luke has deep knowledge about the LCC business and we are happy to welcome him as our COO. We believe that Luke's successful experience in Tiger Airways Group will bring further success to Peach's business in the Asian region. Having worked at an English Language School in Japan, Luke has a great understanding of Japan's society and culture and thus we feel he is the best match for a Japan brand LCC COO."

With the slogan of "Making air travel in Asia closer and more fun," Peach aims to expand networks in order to become the new bridge between Japan and other Asian countries while revitalizing human interaction and culture in the Asian region.

<Luke Lovegrove Profile>

Date of Birth:	May 16, 1977
Nationality:	British
September 2001	NOVA Group (Japan)
June 2003	Bournemouth Airport (UK), Business Development Manager
September 2005	Route Development Co. (UK), Airline Consultant
March 2007	Tiger Airways, Tiger Australia Incorporation Project Manager Business Manager Filipino subsidiary Incorporation Manager Tiger Airways Group, Head of Business Development

Peach Aviation Limited www.flypeach.com

Peach Aviation started its flights in March 2012 as Japan's first official LCC based in Kansai International Airport. Peach operates 22 flights (11 round-trips) per day to four domestic routes from Osaka (Kansai) to Sapporo (Shin-Chitose), Fukuoka, Nagasaki and Kagoshia, and 8 flights (4 round-trips) per day to two international routes from Osaka (Kansai) to Seoul (Incheon) and Hong Kong. Peach plans to start flights for the Taipei (Taoyuan) route on October 16 and the Okinawa (Naha) route on October 18. By October, Peach will operate 266 flights per week with 5 aircrafts. As the pioneer in Japan's LCC business and the bridge between Japan and Asia, Peach Aviation's mission is to provide innovative airline service with reasonable pricing for 365 days a year while focusing on safety and a stable low-cost structure enabled by a business scheme that is different compared to existing airline companies.

Website: www.flypeach.com/

Facebook Page: www.facebook.com/peach.aviation.global

YouTube Official Channel: www.youtube.com/user/PeachAviation