



Peach Renews In-flight Shopping Service "Peach Shop"

- **Substantial Increase in Number of Items Available on All Domestic and International Flights Starting November 1st**
- **Addition of More Peach-branded Items to Expand Selection to Seven**

OSAKA October 31, 2012 - Peach Aviation (Peach), Japan's first dedicated low cost carrier (LCC), announced today it would be renewing its in-flight shopping service "Peach Shop" starting November 1st.

Accessories, cosmetics, fragrances and other duty-free items, as well as Peach-branded items are sold in-flight through the Peach Shop. International flights will have 68 duty-free items*, while domestic flights will see the original 18 items expanded to 32 of the very best products available.

In particular, the four popular Peach-branded products "Peach SPECIALS" available up until now, a 1/200 scale model airplane, a blanket, an airplane keychain and a luggage strap, will be joined by three new products: "Festive Journey," a tea especially blended for Peach by World Tea Specialty Store "Lupicia"; a Peach-designed teddy bear and an educational model kit of a small Peach design jet.

Peach-branded products are only available through the in-flight shopping service. Peach Shop is available on all domestic and international flights (depending on inventory certain selections may not be available).

Through "Peach Shop" we hope to make your flight with us even more memorable. We look forward to serving you.

"Making air travel more fun and bringing Asia closer together" Peach aims to expand its network in order to become the preferred airline between Japan and Asia, whilst at the same time cultivating relationships, connecting people and improving relations between fellow Asian cultures.

*Duty-free items are only available on international flights.
Sales tax is collected on items sold on domestic flights.

Peach Aviation Limited www.flypeach.com

Peach Aviation started flights in March 2012 as Japan's first official LCC based in Kansai International Airport. Peach operates 252 flights per week. Peach operates 26 flights (13 round-trips) per day to five domestic routes from Osaka (Kansai) to Sapporo (Shin-Chitose), Fukuoka, Nagasaki, Kagoshima and Okinawa (Naha) and 10 flights (5 round-trips) per day to three international routes from Osaka (Kansai) to Seoul (Incheon), Hong Kong and Taipei (Taoyuan). 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 model that is different compared to existing airline companies.

Product images:

Peach-designed teddy bear



"Festive Journey"
a tea especially blended for Peach



Peach design jet



Homepage: www.flypeach.com

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

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