



Press Release

## **Peach Begins Service for Seoul (Incheon) Route Opens First International Route as Japanese LCC**

- **Begins service for Seoul (Incheon) – Osaka (Kansai) Route on May 8**
- **Seoul route will start with 1 round trip flight per day on May 8, and from July 1, there will be 3 round trip flights per day**

**Osaka, May 8, 2012** – Peach Aviation Limited (Peach), Japan’s first dedicated low cost carrier (LCC), will commence services today for the Seoul (Incheon) – Osaka (Kansai) route.

The Seoul (Incheon) – Osaka (Kansai) route is the first international flight for Peach. MM10, the first flight to Osaka (Kansai) departed at 18:34. Prior to the commencement of the Seoul (Incheon) route, Shinichi Inoue, CEO of Peach Aviation commented on May 8 that, “We are happy to begin services between Japan and Asia, becoming the bridge between the two regions. We believe that Japanese customers as well as Korean customer will enjoy Peach’s Japanese hospitality, friendly in-flight service, cute and cool aircraft design and unique interior. Given the abundant demand for flights between Seoul and Kansai, we expect many customers to enjoy our services.”

Peach will start the Seoul (Incheon) – Osaka (Kansai) route with one round trip flight per day on May 8. From July 1, there will be three round trip flights per day available. In addition, Peach plans to launch the Osaka (Kansai) – Hong Kong route in July, and the Osaka (Kansai) – Taipei (Taoyuan) route in late September.

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 Asia and revitalizing human interaction and culture in the Asian region.

<Information>

[Timetable]

### **Osaka (Kansai) – Seoul (Incheon)<sup>\*1</sup>**

#	Osaka (Kansai)	Seoul (Incheon)
1	07:35	09:25
5	13:55	15:45
9	18:40	20:30

#	Seoul (Incheon)	Osaka (Kansai)
2	10:05	11:50
6	16:25	18:10
10	21:10	22:55

<sup>\*1</sup>Flight numbers 9 and 10 will start from May 8, 2012 and flight numbers 1, 2,5 and 6 will start from July 1, 2012

\* “Happy Peach” price: 75,500 KRW ~ 295,500 KRW (one-way)

\* Please refer to the official Peach website (<http://www.flypeach.com/kr>) for further information

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

Peach Aviation became Japan's first official LCC (low cost carrier) in February 2011. Peach commenced flights from its home base, Kansai International Airport, to Fukuoka, Sapporo (Shin-Chitose), Nagasaki and to Kagoshima. Peach's first international flight, the Osaka (Kansai) – Seoul (Incheon) route commenced in May 2012, the Osaka (Kansai) – Hong Kong route will commence in July 2012 and the Osaka (Kansai) – Taipei (Taoyuan) route will commence in September. Beyond July 2012, an Okinawa (Naha) route is set to commence as well.

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. Peach Aviation's mission is to provide services that combine both safety and reasonable pricing for 365 days a year.

Website: [www.flypeach.com/kr](http://www.flypeach.com/kr)

Facebook Page: [www.facebook.com/Peach.Aviation.Korea](http://www.facebook.com/Peach.Aviation.Korea)

YouTube Official Channel: [www.youtube.com/user/PeachAviation](http://www.youtube.com/user/PeachAviation)