



February 22, 2013

March 1: Peach Celebrates its First Birthday!

- **Local Characters will Welcome Departing Passengers on March 1**
- **1,500 Peach Flowers will be Decorated to Welcome Passengers at Kansai Airport Terminal 2**

Peach Aviation Limited (Peach; Representative Director & CEO: Shinichi Inoue, Head office: Izumisano-shi, Osaka) announced today that it will host a commemorative event on March 1 to mark the first anniversary of the commencement of its service.

Peach started its service on March 1, 2012 on two routes linking Osaka (Kansai) with Sapporo (Shin Chitose) and Fukuoka, with 14 daily flights. Having had the pleasure of serving many passengers to date, Peach is currently in operation of seven aircraft and has grown its network to operate five domestic routes and three international routes for a total 56 daily flights.

In appreciation of its customers and their patronage, Peach will hold an anniversary event and campaign as indicated below. Peach hopes that you will join us for a happy, enjoyable first birthday.

1. Commemorative Ceremony to Mark 1st Anniversary of Peach

On this day to be remembered, marking Peach's first anniversary, local characters will gather from various locations where Peach flies. They will be on hand to send off passengers departing for their destinations. A commemorative ceremony will be held from 10 am.

Time/Date: March 1 (Friday) 6:30 am – 7:30 am - Local characters, Peach staff send off passengers
10:00 am – 11:00 am - Commemorative ceremony

Venue: Kansai International Airport Terminal 2 Departure Lobby

*A similar send-off is also scheduled at Shin-Chitose Airport and Fukuoka Airport, which also mark the first anniversary of Peach's flight service on the same day.

2. Commemorative Event to Mark 1st Anniversary of Peach

To celebrate Peach's birthday, Peach will hold one-day limited event at Umeda Station in Osaka. Peach staff to sampling its flyers.

Time/Date: March 1 (Friday) 11:00 am – 20:00 pm

Venue: Umeda BIGMAN at Hanyu Umeda Stn.

3. Additional Flight Operation

Peach will operate additional flights on its Osaka (Kansai) – Seoul (Incheon) route.

Flight Schedule

March 1 (Friday) MM6011 Osaka (Kansai) 1:20 pm – Seoul (Incheon) 3:20 pm
MM6012 Seoul (Incheon) 3:55 pm – Osaka (Kansai) 5:35 pm

March 3 (Sunday) MM6011 Osaka (Kansai) 7:25 pm – Seoul (Inchon) 9:25 pm
MM6012 Seoul (Incheon) 10 pm – Osaka (Kansai) 11:40 pm

*Seats on additional flights are almost completely sold.

4. Decoration with 1,500 Peach Flowers

1,500 peach flowers from Kinokawa city, Wakayama prefecture, famous for its production of peaches in the Kansai region, will add color to the terminal, as an early taste of spring will be delivered to our customers.

Time/Date: March 1 (Friday) – March 15 (Friday) (tentative)

Venue: Kansai International Airport Terminal 2 Departure Lobby, domestic / international lobby

Supported by: Wakayama Prefecture, Kinokawa City, JA Kinosato

5. Girls' Day is Peach Day

In a campaign marking Girls' Day on March 3 (Sunday), Peach flight attendants will hand out Peach original stickers and peach flowers (scheduled) to customers who use Kansai International Airport.

Time/Date: March 3 (Sunday) 7 am – 8 pm

Venue: Event space in front of ticket gate at Kansai Airport station, JR / Nankai Train line

6. Goods Related to TV Drama "Cheap Flight makes you happy & smile" on exhibit

A Friday roadshow drama, "Cheap Flight makes you happy & smile", will go on the air starting on March 1 (Friday) at 9 pm on the Nippon Television network. "CHERRY'S AIR", which is shown in the drama, was filmed inside Peach's actual aircraft and at Kansai International Airport. To commemorate the broadcast, original uniforms and goods actually used in the drama will be on display ahead of the start of the show.

Time/Date: Every day from 6 am to 7:30 pm February 23 (Saturday) – March 1 (Friday)

Venue: Kansai International Airport Terminal 2 Departure Lobby (Domestic side)

Content: Drama "Cheap Flight makes you happy & smile" related goods on display

*Please note content may be subject to change.

Peach Aviation Limited www.flypeach.com

Peach Aviation started flying in March 2012 based in Kansai International Airport. Peach currently operates 322 flights per week with its fleet of 7 airplanes, with 34 flights (17 round trips) per day on five domestic routes from Osaka (Kansai) to Sapporo (Shin Chitose), Fukuoka, Nagasaki, Kagoshima and Okinawa (Naha), and 12 flights (6 round trips) per day on three international routes from Osaka (Kansai) to Seoul (Incheon), Hong Kong and Taipei (Taoyuan). Peach is planning to open an Osaka (Kansai) to Sendai route on April 12, an Osaka (Kansai) to Shin-Ishigaki route on June 14, an Okinawa (Naha) to Shin-Ishigaki route on September 13, and an Osaka (Kansai) to Busan route on September 13*.

*Subject to approval by the relevant authorities.

Website: www.flypeach.com

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

YouTube official channel: www.youtube.com/user/PeachAviation