



March 1, 2013

Peach Marks 1st Anniversary as Japan's First LCC

- **One year since the start of services on March 1, 2012**
- **Total number of passengers during this year exceeds 1.5 million**
- **Average annual load factor 76%, on-time departures at 83%, operation rate at 99%**

Peach Aviation Limited (Peach; Representative Director & CEO: Shinichi Inoue, Head office: Izumisano-shi, Osaka) announced today that it is marking its first anniversary since the start of service today.

On March 1, 2012, Peach began with 14 daily flights on two routes: between Osaka (Kansai) and Sapporo (Shin Chitose) and Osaka (Kansai) and Fukuoka. The total number of passengers to date has exceeded 1.5 million. The company currently owns seven aircraft, and its network has grown to include five domestic routes, three international routes, with a total of 46 daily flights.

Peach CEO Shinichi Inoue remarked as his company marked its first anniversary, "I would like to express my heartfelt gratitude to the many customers who fly Peach, and that we have been able to mark our first anniversary. More than 1.5 million passengers have used our airline to date, and we have surpassed our objectives with an average load factor of 76%, on-time departure rate of 83%, and operation rate of 99%. The Kansai International Airport Terminal 2, Peach's home base, was completed last October, and this summer we will have a 10-plane fleet, for strengthening our business foundation."

Planning to further expand its network, Peach expects to open an Osaka (Kansai) – Sendai route on April 12, an Osaka (Kansai) – Ishigaki route on June 4, an Osaka (Kansai) – Busan route* and an Okinawa (Naha) – Shin-Ishigaki route on September 13.

With the corporate slogan: "Making the skies more fun and bringing Asia closer together", Peach will continue to expand its network as a bridge between Japan and Asia and aim to promote culture and exchange in the Asian region.

About Peach Aviation

Peach Aviation started its services in March 2012, based at Kansai International Airport. Peach currently services five domestic cities and three international destinations with 322 flights per week. Peach is scheduled to open an Osaka (Kansai) to Sendai route on April 12, an Osaka (Kansai) to Shin-Ishigaki route on June 14, an Osaka (Kansai) to Busan route* and an Okinawa (Naha) to Shin-Ishigaki route on September 13. Peach will continue to create innovations in aviation from Kansai International Airport.

*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