



April 12, 2013

## Peach Begins Service on Osaka (Kansai) to Sendai Route

- **LCC's first Tohoku region route**
- **Service begins with two round-trips per day (four flights), and increase to three round-trips (six flights) in September**

Peach Aviation Limited (Peach; Representative Director & CEO: Shinichi Inoue, Head office: Izumisano-shi, Osaka), announced today that it would begin service along its Osaka (Kansai) to Sendai route.

This is Peach's sixth domestic route, and the first of its routes to connect Osaka (Kansai) with the Tohoku Region. Operation will begin with 2 round-trips per day (four flights), and increase to three round-trips per day (six flights) from Sunday, September 1. The one-way fare starts from 4,390 yen.

Peach's Representative Director and CEO, Shinichi Inoue made the following comments regarding the start of service to Sendai, "I am sincerely delighted at the opening of our first Tohoku route between Osaka (Kansai) and Sendai. It is my deepest wish that with the start of this highly-demanded Sendai route the Kansai and Tohoku regions are now closer, making travel between them even easier. It is my expectation that this will also serve as the opportunity for people from not only the Kansai region, but also from throughout Asia to visit Sendai."

Additionally, at the start of service for the Osaka (Kansai) to Sendai route, Peach will donate Peach Points of an amount equal to the sales made for the inaugural flights (flights MM131 and MM132) on Friday, April 12, to those victims of the Great East Japan Earthquake who were forced to move to the Kansai region. The donations will be made through the Osaka Prefectural Evacuee Support Group Liaison Council (commonly known as "Hotto Net Osaka").

**Fares** 4,390 yen to 18,890 yen (Happy Peach/one-way)

### Operation Schedule (April 12 to July 11)

Flight #	Osaka (Kansai) Dep.	Sendai Arr.
MM131	07:25	08:45
MM139	18:55	20:15

Flight #	Sendai Dep.	Osaka (Kansai) Arr.
MM132	09:15	10:55
MM140	20:45	22:25

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

Peach Aviation started flying in March 2012 as Japan's first official LCC based in Kansai International Airport, and currently operates a total of nine routes: six domestic and three international. Peach began flights along its Osaka (Kansai) to Sendai route on April 12, and is planning to open 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 evoke innovation in the airline industry from Kansai International Airport.

\*Subject to approval by the relevant authorities.

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

Facebook page : [www.facebook.com/peach.aviation.global](http://www.facebook.com/peach.aviation.global)

YouTube official channel : [www.youtube.com/user/PeachAviation](http://www.youtube.com/user/PeachAviation)