



April 30, 2013

Peach Renews In-flight Shopping Service "Peach Shop"

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

Peach Aviation Limited (Peach; Representative Director & CEO: Shinichi Inoue, Head office: Izumisano-shi, Osaka), announced today it would be renewing its in-flight shopping service "Peach Shop" starting May 1st.

Accessories, cosmetics, fragrances and other items, as well as Peach-branded items are sold in-flight through the Peach Shop on its domestic and international flights.

In particular, the popular Peach-branded products "Peach SPECIALS" available up until now, a 1/200 scale model airplane, an airplane keychain and a Peach-designed teddy bear, will be joined by three new products: a Cup Lid which features a cute 3D Peach airplane on a silicone base (600 yen), a TSA Lock (1,400 yen) and an adorable Plane Mouse in a compact Peach plane design (1,100 yen).

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.

Peach Aviation Limited 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

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

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

Peach SPECIALS

[Cup Lid]



*Cup is not included

[TSA Lock]



[Plane Mouse]

