

July 2, 2013

Peach Energize Its Women Travelers with Alinamin R Off

- **Campaign valid for all domestic routes**
- **Bottles to be given out starting July 3 until stock to be run out**

Peach Aviation Limited (Peach; Representative Director & CEO: Shinichi Inoue, Head office: Izumisano-shi, Osaka) announced today that Takeda Pharmaceutical Company Limited will engage in a collaborative promotional campaign with Peach, giving out complimentary bottles of Alinamin R Off.

Alinamin R Off stands out within the Alinamin product line for its fresh lavender and grapefruit fragrance, its low caloric content (only 2kcal per bottle), and the fact that it contains no caffeine, making it a healthy drink that women can enjoy even before going to sleep.

Half of Peach's passengers are women, a high percentage for a Japanese airline. This makes Peach a perfect partner for collaboration such as this one showcasing a product targeted at women.

Peach will continue with its collaborative approach, unique among airlines, working with various companies and organizations to boost awareness of both Peach and its partners.

<Campaign Overview>

- Date: Starts July 3 - Campaign will continue while supplies last
- Flights: All domestic Peach flights departing from Kansai International Airport
- Qualifying Fliers: Women aged 15 or older flying on qualifying routes
- Contents: Cabin attendants will hand out bottles of Alinamin R Off and present its features and benefits over the in-flight PA system
- Campaign Good: 50mL bottles of Takeda Pharmaceutical's Alinamin R Off will be given out to qualified passengers requesting one
<http://alinamin.jp/lineup/alinaminroff.html>
- Number of Bottles Available: 10,000



Alinamin R Off 50ml Bottle

About Peach Aviation

Peach Aviation started flying in March 2012 with its hub at Kansai International Airport. Peach currently operates flights on 7 domestic routes and 3 international routes for a total 10 routes. Peach is planning to open an Osaka (Kansai) to Busan route and an Okinawa (Naha) to Ishigaki route on September 13 and an Osaka (Kansai) to Tokyo (Narita) route on October 27. Peach will continue to further create innovation in aviation from Kansai International Airport.

Website: www.flypeach.com

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

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