



July 5, 2013

Peach x JCB Card Campaign

- Special Rewards for New JCB Card Members -

- **Passengers applying for a JCB Card will receive Peach Points, which can be used to purchase Peach tickets**
- **The campaign will extend from July 5 to August 31**
- **Apply via the Peach website or at Kansai International Airport Terminal 2**

Peach Aviation Limited (Peach; Representative Director & CEO: Shinichi Inoue, Head office: Izumisano-shi, Osaka) announced today that it will participate in a JCB Card membership drive campaign with JCB Co., Ltd. (hereinafter referred to as "JCB").

As part of this corporate collaboration, Peach will provide information on applying for a JCB Card, such as the JCB LINDA Card, aimed at women in their 20s and 30s. Customers who sign up for cards will receive gift certificates or Peach Points, which can be used to purchase Peach tickets.

Credit cards are required to pay for tickets or other fees at Peach's airport service counters, and by promoting signing up for credit cards, Peach hopes to make flying even more convenient and smooth.

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>

Dates: July 5 to August 31

Contents: JCB Card membership drive via the Peach website
In-person JCB Card membership drive in the Kansai International Airport Terminal 2 departure and arrival lobbies

Special Offer: Customers signing up for JCB Cards via the Peach website will receive 2,000 yen worth of Peach Points.

Depending on their subsequent credit card usage, they may receive up to an additional 5,000 yen worth of Peach Points.

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