



September 11, 2013

Peach Announces Collaboration with Mariko Shinoda Presented on Peach runway at GirlsAward 2013 A/W

- **A part of the brand promotion ahead of the Osaka (Kansai) – Tokyo (Narita) route opening on Oct 27**
- **To be presented at "GirlsAward", the largest fashion & music event in Japan, on Sep 28**

Peach Aviation Limited (Peach; Representative Director & CEO: Shinichi Inoue, Head office: Izumisano-shi, Osaka) announced today that as a part of the promotion of the Peach brand, it would present a collaboration with Mariko Shinoda.

Ms. Shinoda will make an appearance on the Peach runway at "GirlsAward 2013 AUTUMN/WINTER" (organizer: GirlsAward executive committee), Japan's largest fashion and music event, to be held on Saturday, September 28, where she will convey Peach's brand concept of "Cute & Cool" to a broad audience throughout Asia.

Through its collaboration with Ms. Shinoda, Peach hopes to reach out to women in their 20s and 30s, the group that Peach sees as its main clientele, with the Peach brand in a more proactive manner. It also hopes to boost public awareness of Peach in the Tokyo area as well as throughout the country.

The collaboration with Ms. Shinoda is a part of the promotion efforts being made for the Peach brand. Peach has already deployed the first phase of its promotion ahead of the opening of the Osaka (Kansai) – Tokyo (Narita) route on Saturday, October 27 — collaborations with "Rune Naito", called the "roots of Kawaii" (copyright holder: Kabushikikaisha Rune; President and CEO: Kenji Kawamoto) and "GirlsAward", and three specially designed aircrafts that are gracing the skies.

<Comment from Mariko Shinoda:>

With its cute and stylish image, Peach is a airline that I've always been very interested in. I'm very happy to be able to take part in a promotion together with Peach on this occasion. I'm looking forward to seeing everyone not only from the Peach runway at GirlsAward but also at various other upcoming opportunities as a member of Peach.

<Comment from Shinichi Inoue, Peach Representative Director and CEO:>

Ms. Mariko Shinoda has not only achieved success as an idol talent who represents the group AKB but also has her own brand in a display of her diverse talents, and receives strong support not only from her male fans but also from women who empathize with her independent way of life.

As an innovator in the world of aviation that continues to challenge new things, Peach empathizes with Ms. Shinoda, who opens up her own possibilities starting from a zero base, and will be offering her support in various ways. Please look forward to seeing the new Ms. Shinoda as she makes fresh challenges together with Peach.

Details will be announced on the Peach website (www.flypeach.com), through press releases, and on Facebook and other means as they become available.

Ms. Mariko Shinoda



Website: www.flypeach.com

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

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