

September 28, 2013

Ms. Mariko Shinoda to become a CA for Peach! First flight on Osaka (Kansai) to Tokyo (Narita) Route

- **First flight from Osaka (Kansai) to Tokyo (Narita) on Sunday, October 27**
- **Services to start on an aircraft adorned with a special Peach x Mariko Shinoda design**

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

In a uniform that she designed herself, Ms. Mariko Shinoda will make her flight debut as a CA* officially recognized by Peach on Sunday, October 27 on MM111 (departing Kansai International Airport, bound for Narita International Airport), Peach's first flight on its new route between Osaka (Kansai) and Tokyo (Narita).

The day will also be the first time that an aircraft adorned with a special design created by Ms. Shinoda will be shown to the public. The plane will be servicing Peach's various domestic and international routes. The specially designed aircraft will be the second part of the airline's brand promotion efforts following the "roots of Kawaii", "Rune Naito" (copyright holder: Kabushikikaisha Rune; President and CEO: Kenji Kawamoto, headquarters: Shibuya-ku, Tokyo) design plane and its collaboration with the "GirlsAward" (organizer: GirlsAward executive committee), the largest music and fashion event held in Japan.

Details on the collaboration mentioned above were announced at the GirlsAward event held today at Yoyogi National Gymnasium 1 (Shibuya-ku, Tokyo). In addition to the collaboration announced at this time, Peach is also planning to invite suggestions for the naming of the special design aircraft and various other initiatives.

Peach is planning to announce details on its collaboration with Ms. Shinoda on the Peach website, through press releases, and on its Facebook page as information becomes available.

Peach empathizes with Ms. Shinoda, who strives to open up new possibilities for herself, and has decided to offer her support in various ways. Please look forward to seeing Ms. Shinoda make new challenges together with Peach. Peach is in support of people who take on new challenges.

*CA: Company Ambassador; no in-flight security duties will be performed.

<Ms. Mariko Shinoda, sporting a new uniform for Peach cabin attendants that she designed>



<Image of a specially designed aircraft created by Ms. Mariko Shinoda>



Website: www.flypeach.com

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

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