

October 24, 2013

## **Peach's "Original Licca-chan Doll" to Go On Sale Ever-popular Licca-chan doll to appear dressed in Peach uniform**

- **Sales start October 28 to commemorate first anniversary of Terminal 2 opening at Kansai Airport**
- **Popular character "Licca-chan" to be fashioned in a Peach uniform**
- **Advance sales start on October 25 at shops located at Kansai International Airport**

Peach Aviation Limited (Peach; Representative Director & CEO: Shinichi Inoue, Head office: Izumisano-shi, Osaka) announced today that an "Original Peach Licca-chan" doll clad in a Peach uniform will go on sale to mark the first anniversary of the opening of Kansai Airport Terminal 2.

The "Original Peach Licca-chan" is featured wearing a uniform with the same design as those worn by Peach flight attendants. The uniform has been reproduced in fine detail, with Licca-chan looks smart sporting a Peach logo-embazoned scarf and the jacket with the white borders.

This collaboration has been realized taking into account the aspects found mutually in the widespread appeal of "Licca-chan", a character loved by women of all ages, ranging from children to adults, and the "Cute & Cool" brand image of Peach, where women comprise half the passengers. It is aimed at boosting people's familiarity with the Peach brand.

The production plan for the "Original Peach Licca-chan" has been made possible thanks to Hakuinkan Toy Park, which has a branch store at Kansai Airport. The collaboration dolls will be sold at the head store and branch stores of Hakuinkan Toy Park, as well as at "Fuchsia by Peach", "Applause", and "Sky Shop Town" at Kansai International Airport Terminal 2.

Details on the product are as follows:

- Product name: "Original Peach Licca-chan"  
Selling price: 4,600 yen (tax-inclusive price: 4,830 yen)  
Start of sales: to be available in stores from Monday, October 28  
Place of sales: Head store and branch stores of Hakuinkan Toy Park  
Fuchsia by Peach  
Applause (in Aeroplaza shop and Terminal 2 shop)  
Sky Shop Town, and other locations  
Advance sales: Sales start on Friday, October 25  
at shops located at Kansai Airport



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