

November 28, 2013

Sales of "Peach x Mariko Shinoda Collaboration Items"

- **Online sales to start in late December**
- **Register on the Peach website for invitations to advance sales**
- **Schedule set for Mariko Shinoda's second flight on Peach**

Peach Aviation Limited (Peach; Representative Director & CEO: Shinichi Inoue, Head office: Izumisano-shi, Osaka), announced today that it will start sales of collaboration items created between Peach and its official CA Ms. Mariko Shinoda.

Ms. Shinoda was on board the inauguration flight for Peach's flight into the capital on the Osaka (Kansai) – Tokyo (Narita) route on Sunday, October 27, the same day the specially designed aircraft nicknamed "MARIKO JET" began services.

In this new collaboration, limited numbers of specially designed "Peach x Mariko Shinoda" original stickers, glass tumblers, and model airplanes are scheduled to go on sale.

In addition, a schedule has been set for Ms. Shinoda to once again board a flight on Peach. Details of her second flight will be provided in the Peach mail magazine and on Facebook at a later date.

The collaboration items are scheduled to go on sale online. Invitations for advance sales prior to the commencement of offers to the general public will be sent to people who register on the Peach website or through our mail magazine starting today. For details, please visit the Peach website at www.flypeach.com.

Peach will continue to develop more ideas for collaborations so our customers will be able to feel close to Peach as they enjoy leisurely journeys in the skies.

*CA=Company Ambassador

■ Sales schedule for Peach x Mariko Shinoda Collaboration Items

Thursday, November 28 > Registrations for advance sales start on Peach website
Late December > Commencement of sales of Collaboration Items

■ Peach x Mariko Shinoda Collaboration Items

MARIKO JET model airplane (size: 1: 150/6,000 yen)

Sticker (A4 size/1,000 yen)

Earphone (2,500 yen)

Case for iPhone5 (3,000 yen)

Tumbler (2,000 yen)



Earphon



iPhone5



Tumble



Sticke