

June 24, 2014

“Peach eShop” Scaling Up as a Mall **Mass call for “Cute & Cool” Items in the Peach Style!**

- **Your items can now be sold on the “Peach eShop” online shopping site**
- **Customers who live abroad can make purchases through use of the overseas delivery service**
- **Campaign underway for free initial registration fee and handling charges for making your goods available on the site**

Peach Aviation Limited (Peach; Representative Director & CEO: Shinichi Inoue), announced today that the online shopping site “Peach eShop” has been renovated as a mail order site where other companies can also offer their products for sale. *1

Accordingly, sales have started today at the “Peach eShop” to sell original Peach items, “Arashiyama Sakura mochi” from Tsuruya Kotobuki in Arashiyama, a popular part of the spring menu at “PEACH DELI”, and products from other companies, and it is looking forward to other “Cute & Cool” items to be offered on the site.

The “Peach eShop” opened as an online shopping website for goods such as original Peach items in December 2013. By calling on other partner companies to make their products available at the shop, Peach looks forward to further expanding the “Peach eShop”. *2

In addition, it started overseas delivery services on Thursday, June 19, making it possible not only for people living in Japan but also those who live abroad to make purchases at the “Peach eShop”. *3

Furthermore, a campaign will be held where initial registration fees or handling charges for making your products available at the shop will be made free of charge. For details on making your products available at the shop, please direct your inquiries to the contact point indicated below:

Inquiries for offering your goods at the Peach eShop:

Peach eShop operating company: Creative Resource Institute Co., Ltd. (CRI)

Phone: 03-3770-1688 (hours from 10:00 - 18:00 excluding Saturdays, Sundays, and holidays)

Email: contact@peach-eshop.com

*1 Products can only be sold by companies based in Japan.

*2 Peach and the Peach eShop will conduct a screening before items can be made available on the site.

*3 Overseas deliveries will require the purchaser to register and apply separately before delivery may be made.



Image: Online shopping site “Peach eShop”