

March 9, 2015

Peach to Make Sendai Airport a New Hub

- **By the summer of 2017, Sendai will be Peach's fourth hub airport following Kansai, Naha, and Narita**
- **Aircraft will be parked at Sendai during the night to serve multiple routes both domestic and international**
- **The new hub at Sendai will allow the Tohoku region to capitalize on the strong international demand for flights to Japan**

Peach Aviation Limited (Peach; Representative Director & CEO: Shinichi Inoue, Head office: Izumisano-shi, Osaka) has decided to build a new hub at Sendai Airport by the summer of 2017.

Peach will park aircraft at Sendai during the night to operate flights departing from Sendai over multiple domestic and international routes.

"Since we started service in 2012, we have been determined to build a hub at Sendai Airport," said Shinichi Inoue, Peach Representative Director & CEO. "It is our great pleasure to have an opportunity to develop our operations further at our fourth hub at Sendai, following the three existing sites at Kansai, Naha, and Narita. Peach will aggressively develop additional routes not only to domestic locations, but also to other Asian destinations. By capitalizing on the strong international demand for flights to Japan, we hope to play a small part in bringing greater prosperity to the entire Tohoku region. We also hope our low-cost aviation services between Tohoku and domestic locations, and between Japan's northeastern region and Asian cities, will develop new demand for air travel, thereby increasing interactions among people."

Peach will continue to aggressively develop new routes and generate new aviation demand through its low fares to enable customers to use aircraft just as casually as trains in the hope of enriching people's lifestyles with new encounters, exchanges, and ties.