

**Wakayama Federation of Small Business Association  
Obtains First Rights Offered by Peach to Name its Aircraft  
Adorned with an ad for a local specialty shop  
to introduce the appeals of Wakayama**

- **A Peach aircraft will be operated under the name of “Wakayama Kishukan Kansai Airport Shop Aircraft”**
- **Logo sticker for “Wakayama Kishukan Kansai Airport Shop” to be put up on the door of the aircraft**
- **Operation scheduled for Oct. 1, 2015 - Oct. 31**
- **Original announcements to be made aboard named aircraft**

OSAKA October 1, 2015 - Peach Aviation Limited (Peach; Representative Director & CEO: Shinichi Inoue) has announced that starting today, it will operate the aircraft adorned with the name of the local specialty shop “Wakayama Kishukan Kansai Airport Shop”. The Peach12 aircraft\*<sup>1</sup> (aircraft registration: JA812P) will be emblazoned with the logo sticker on the front left door area used by passengers for boarding and disembarking for a period of one month from October 1 through 31. This will be Peach’s first offer for a business or organization to obtain the right to name its aircraft.

Peach has been taking various initiatives to date with local municipalities and organizations in a bid to invigorate the Kansai region. As a part of such efforts, it has decided on this occasion to collaborate with Small Business Association of the Wakayama Federation. It hopes to bring in tourists by disseminating the appeals of Wakayama to large numbers of people through the local specialty shop “Wakayama Kishukan Kansai Airport Shop”.



Logo for “Wakayama Kishukan Kansai Airport Shop”

Peach will make original in-flight announcements to introduce “Wakayama Kishukan Kansai Airport Shop” in a bid to have more people become aware of its presence. It will also distribute flyers on some of its routes, regardless of the type of aircraft. It plans to hand out flyers on the three routes from Sendai, Fukuoka, and Seoul (Incheon) that fly in to Kansai Airport, where specialty items of Wakayama like “Kagero”, a famous confection of Kishu, and “Zeitaku Chazuke with Kishu Nanko Ume”, rice in green tea with a whole Kishu Nanko Ume (salt-pickled plum), will be given away as gifts to

Peach passengers who bring the flyers with them when they shop at “Wakayama Kishukan Kansai Airport Shop” on a first-come and first-served basis (quantities will be limited).

In addition to rights to name its aircraft, Peach has a wide variety of advertising initiatives that link space on its aircraft, its owned media, and in-flight services. Leverage these opportunities to boost recognition of your company or to promote your products.

For details, please see Peach’s ad media materials at:

[http://www.flypeach.com/jp/ja-jp/ad\\_menu.aspx](http://www.flypeach.com/jp/ja-jp/ad_menu.aspx)

“Peach flies and changes lifestyles. Peach flies and changes regions.”—embracing this concept, Peach will continue to take aggressive measures to help invigorate not only its destination points but all the areas with which it interacts.

\*<sup>1</sup> Peach owns 16 aircraft as of October 1, 2015.

<Overview of aircraft advertisement for “Wakayama Kishukan Kansai Airport Shop”>

- Name of aircraft: “Wakayama Kishukan Kansai Airport Shop Aircraft”
  - Period of operation: October 1, 2015 – October 31, 2015 (scheduled)
  - Subjected aircraft: JA812P (scheduled)
  
- In-flight announcements to be made between October 1, 2015 – October 31, 2015 (same period as aircraft operation)
  
- In-flight distribution of flyers
  - Subjected routes: Flights from Sendai, Fukuoka, and Seoul (Incheon) arriving in Kansai Airport
  - Period of distribution: October 1, 2015 – December 31, 2015
  - Shopper privileges: Free gift giveaway to passengers who bring the flyer when they shop at “Wakayama Kishukan Kansai Airport Shop”. Gifts will include “Kagero”, a famous confection of Kishu, and “Zeitaku Chazuke with Kishu Nanko Ume”, rice in green tea with a whole Kishu Nanko Ume.

【Items to note】

- Offer of specialty items from Wakayama prefecture will continue while supplies last.
- In-flight announcements may not be made depending on conditions of operation.
- Flyer distribution will continue while supplies last.

website: [www.flypeach.com](http://www.flypeach.com)

Facebook page: [www.facebook.com/peach.aviation](http://www.facebook.com/peach.aviation)

YouTube official channel: [www.youtube.com/user/PeachAviation](http://www.youtube.com/user/PeachAviation)