

Peach Opens Official Instagram Account

Presenting happy moments and scenes

from Peach trips to the global public

- The Peach Instagram account is opening at 0:00 on Tuesday, March 1, the fourth anniversary of the Peach service launch.
- Peach's official Instagram account presents the concept of "Fly Peach, Share Happiness!"
- A special campaign is running to celebrate the launch of the official Instagram account.

OSAKA & TOKYO 1 Mar, 2016 -Peach Aviation Limited (Peach; Representative Director & CEO: Shinichi Inoue) opens its official Instagram account @flypeach(www.instagram.com/flypeach/) today, in commemoration of the fourth anniversary of the service launch in 2012.







Peach's official Instagram account is designed under the concept of "Fly Peach, Share Happiness!" Via the new visual account, Peach will present happy moments and scenes from Peach trips to generate viewers' desire for similar experiences.

With the motto of "making flights more casual," Peach will continue to strongly commit itself to offering passengers the thrilling and exciting experience of casual trips by air.

Peach is also staging a special campaign (http://peach-campaign.com/instagram/en/) to celebrate the opening of its official Instagram account and the fourth anniversary of its inaugural flight. By lottery, we will select ten winners to receive Peach points worth 10,000 yen, which can be used to purchase Peach air tickets. For details, see the campaign overview below.

Overview of the special campaign on the opening of an official Instagram account in commemoration of Peach's fourth anniversary

Campaign name: the opening of an official Instagram account and four years of Peach service

Web address: http://peach-campaign.com/instagram/en/

Campaign period: March 1-31, 2016

How to participate: use your Instagram account to post a photo of a happy moment from a Peach

flight with a hashtag #xxxxxx, the location, and a brief comment on the photo

and then follow Peach's official Instagram account.

By lottery, we will select ten winners from among the applicants to receive Peach points worth 10,000 yen, which can be used to purchase Peach air tickets.

The winners' photos will be posted on the official Peach account on a later date.

Notification to the winners: via the Instagram direct message feature

(Be sure to follow Peach's official Instagram account after posting your photo. Otherwise we would have no means of contacting you.)



Note: Instagram and the camera logo are trademarks of Instagram, LLC in the USA and elsewhere.

Web page: www.flypeach.com

Facebook page: www.facebook.com/peach.aviation

Official YouTube channel: www.youtube.com/user/PeachAviation
Official Instagram account: www.instagram.com/flypeach/