

For immediate release

## **Japan's first LCC airline to be called "Peach"**

**OSAKA & TOKYO May 24, 2011** - A&F Aviation Co., Ltd. (A&F Aviation), Japan's first dedicated low cost carrier (LCC) announced today that their airline will operate under the brand name "Peach."

The name "Peach" was chosen for its symbolism as a well-known and much loved fruit that symbolizes longevity, energy and happiness across Asian countries. "Peach" strives to be the airline that represents these traits.

Together with the announcement of the brand name, A&F Aviation also unveiled the logo, aircraft livery and preliminary cabin and ground crew uniforms.

A&F Aviation will change its corporate name to "Peach Aviation Limited" as of May 24th, 2011 and move the location of its headquarters to Kansai International Airport (KIX) in Osaka.

"The name Peach was chosen to reflect our mission of becoming a completely new type of airline that links destinations in Japan and Japan with Asia. Our promise is to provide safe, low cost travel 365 days of the year, making air travel easier and more accessible, " commented Peach Aviation CEO, Shinichi Inoue. "Our airline will also reflect the smart sophistication that has come to represent the words "Cool Japan."

As required by the Civil Aeronautics Act, Peach Aviation filed its Air Operators Certificate (AOC) application to the Civil Aviation Bureau of the Ministry of Land, Infrastructure, Transport and Tourism on April 13<sup>th</sup>, 2011. Following the granting of the AOC, Peach will commence flights from its home base of Kansai International Airport. Routes to Sapporo/Shin-Chitose and Fukuoka will commence no later than March 2012 and Seoul/Incheon in May 2012.

Peach Aviation also announced the launch of their official website [www.flypeach.com](http://www.flypeach.com).

Detailed information on the Peach brand information follows.

<Brand Logo>

peach

<Aircraft Image>



### **Peach Aviation Limited.**

Peach Aviation became Japan's first official LCC (low cost carrier) airline company in February 2011. It will be commencing flights from its home base, Kansai International Airport, no later than March 2012.

Peach Aviation creates new airline networks across Asian countries. It is dedicated to providing safe, reliable, and affordable flights that will create new value and options in air travel. Peach will become a bridge between the growing economies of Asia and Japan.

# Brand Details

## About the brand and logo

“Peach” is a fruit originating in Asia that invokes positive images such as youthfulness, energy, generosity and longevity. Peach Aviation decided on the brand name “Peach” and its’ logo with the goal to become an airline that reflects those traits.

<Brand Logo>

The brand logo for Peach Aviation, featuring the word "peach" in a lowercase, rounded, purple font. The letter 'p' is stylized with a white swoosh that curves around its stem.

## About the aircraft design

Peach Aviation’s aircraft will be styled with a unique paint design. It expresses cuteness, coolness and happiness. The swirling pink and fuchsia (the color between dark red and pink) and the Peach logo and symbol mark design on the tail, invoke vibrancy, energy and strength.



## Cabin image

The in-flight design is dynamic and harmonious. It is designed to articulate cleanliness, comfort and detail.



## Uniform concept

The uniform design combines a casual look with the smart sophistication of a professional cabin crew. The design will continue to develop over the coming months.



### **About brand design**

Peach Aviation selected CIA Inc, the Brand Architect Group, as brand design partner among global brand consulting companies. CIA Inc. is a brand consulting company located in Tokyo that has offices in L.A and Shanghai. During the 27 years of their activities, they have achieved great success on projects for UNIQLO, Aoyama Flower Market, Bank of Tokyo-Mitsubishi UFJ, IDEMITSU and others.

### **About the aircraft livery designer**

NEIL M. DENARI

Neil Denari is an architect and representative of Neil M. Denari Architects (NMDA, Inc.). He is based in L.A and N.Y. He actively works globally as a prominent architect.

### **About the uniform livery designer**

JAMES WILKIE

James Wilkie is a well known London based fashion designer. He has worked on designs for several brands including Abercrombie & Fitch, Ted Baker and Marks & Spencer.

### **About the website**

Peach Aviation launched their Japanese and English website ([www.flypeach.com](http://www.flypeach.com)) today. The website now carries basic information such as the company profile and news updates. There is also information for individuals looking to apply for job positions with Peach. Over the coming months, Peach Aviation will continue to develop their website and add several functions and services such as an online ticket reservation system.

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