



For immediate release

## Peach Aviation welcomes Patrick Murphy as Corporate Advisor

OSAKA June 13, 2011 - Peach Aviation Limited (Peach), Japan's first dedicated low cost carrier (LCC) announced today that Patrick Murphy, former Chairman of Ryanair will join the company as Corporate Advisor.

Mr. Murphy was appointed Chairman of Ryanair in 1991 and oversaw its transformation from a traditional full-service regional airline into the low-cost airline that it is today. He left in 1994 and started his career as a consultant and advisor to airlines all over the world. Patrick was born in Ireland. He graduated from University College Dublin with a degree in Commerce and possesses an MBA.

"It is our great pleasure to welcome Mr. Murphy on board as our corporate advisor. To become a completely new type of airline that links destinations in Japan and Japan with Asia, I believe his advice and recommendations will be very valuable to the team." commented Peach Aviation CEO, Mr. Shinichi Inoue.

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 13th, 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 Limited [www.flypeach.com](http://www.flypeach.com)

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.