

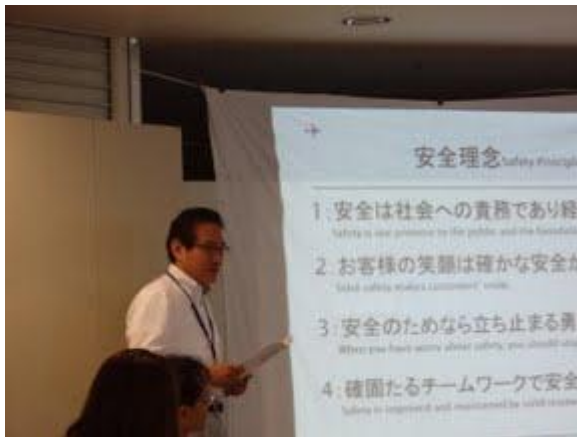
Safety Promotion Committee (preparatory committee) Kickoff

Peach Aviation Limited (Peach), Japan's first dedicated low cost carrier (LCC), held the first Safety Promotion Committee (preparatory committee) on July 11, 2011. Peach established the committee based on the philosophy that "safe flight operation is the most important value as Japan's first LCC", when it obtained an Air Operators' Certificate (AOC) on July 7, 2011.

Peach's Safety Promotion Committee (preparatory committee) will be led by Shinichi Inoue (CEO) as chairman and Takeaki Mori (Operations Director) as vice-chairman. Employees and members of the committee were able to review and gain deeper understanding of safe flight operations. The committee's objectives are to prevent aviation accidents and ensure safety. The activities of the committee are as follows.

- Decide on safety policies
- Raise awareness for safety
- Encourage interoffice communication

[Pictures of Safety Promotion Committee (preparatory committee) Kickoff]



Shinichi Inoue (CEO) expressed his thoughts on safety



Takeaki Mori (Operations Director) explains overall safe flight operations

Peach will hold monthly Safety Promotion Committee (preparatory committee) meetings to further establish safety awareness and understanding.