

Press Release

Peach Aviation to Participate in JATA Travel Showcase 2011

OSAKA September 16, 2011 - Peach Aviation announced today that it will participate in the JATA Travel Showcase 2011, Asia's largest tourism exhibition that receives more than 100,000 fans and visitors every year.

Peach Aviation will be the first Japan's official LCC (low cost carrier) airline company to participate in JATA Travel Showcase

Peach Aviation will have its booth next to Kansai International Airport Co., Ltd.'s booth, and plans to unveil its official uniform for cabin attendants. Peach Aviation will commence its flight operations from March 2012 and aims to increase its awareness through participation in JATA Travel Showcase 2011.

Detailed information for Peach Aviation's exhibition and JATA Travel Showcase 2011:

<Peach Aviation's Exhibition (Tentative)>:

- Presentation of Peach Aviation's cabin attendant's official uniform
- Exhibition of Peach Aviation's aircraft seat, etc.

<JATA Travel Showcase 2011>:

- Date: September 30, 2011 – October 2, 2011
(September 30 is exclusive for related business industry players and press)
- Venue: Tokyo Big Sight, East Hall 4, 5 and 6
<http://www.bigsight.jp/english/general/access/index.html>
- Organizer: JATA Tourism Forum & Travel Showcase Organizing Committee
- Exhibitor: Companies and organizations in tourism industry (travel agency, tourist office, embassy, airline company, etc.)

Peach Aviation Limited 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.