



April 12, 2013

Peach Asks Local Tohoku Children to Name a Plane!

**In commemoration of the start of service to the Tohoku region,
Peach is now accepting ideas for a nickname for its tenth aircraft**

Peach Aviation Limited (Peach; Representative Director & CEO: Shinichi Inoue, Head office: Izumisano-shi, Osaka), announced today that it would conduct a campaign to collect ideas for a nickname for one of its aircraft in commemoration of the start of its Osaka (Kansai) to Sendai route.

This campaign will collect ideas for a nickname for Peach's tenth aircraft, expected to be delivered in August of this year. Only children and students attending an elementary or junior high school located in the Tohoku region are eligible to participate. The nickname that wins the Grand Prix Award is to be painted on the nose of the aircraft. In addition, the entrant who submitted the name, along with their family, will be invited by Peach on a vacation to Europe in August. There they will attend the new aircraft's delivery and name presentation ceremonies, which will be held at Airbus in Hamburg, Germany.

Peach's Representative Director and CEO, Shinichi Inoue made the following comments regarding this campaign, "Peach, having started service in March of 2012, has just reached its first anniversary, and today, April 12, has started service on its Osaka (Kansai) to Sendai route; its first to the Tohoku Region. This Summer, our tenth aircraft will join the Peach family. I am looking forward to receiving a name for this new aircraft that fits Peach and its mission of being a bridge between the Tohoku region and the rest of Japan, as well as between Japan and Asia."

The runner-up entries are also scheduled to be announced in August at the Airbus presentation ceremony. Please refer below for details.

Tenth Aircraft Naming Campaign in Commemoration of the Start of Service to the Tohoku Region

Aircraft to Be Named: Peach No. 10 aircraft; Airbus A320-200 (Registration Number: JA810P; scheduled for delivery Summer 2013)

Theme: A name fitting the pink and purple base color scheme of Peach, which is a bridge between Japan and Asia.

Prizes: Grand Prix Award (1 person)

A family invitation to the delivery and naming presentation ceremonies to be conducted at Airbus in Hamburg, Germany.

Runner-up Award (5 people)

A prize of Peach Points (equal to 20,000 yen), which can be used to purchase air tickets from Peach.

Eligibility: Children and students attending an elementary or junior high school located in the Tohoku region (Fukushima, Miyagi, Iwate, Yamagata, Akita, Aomori Prefectures).

How to Enter:

Entries must specify the entrant's name, address, age, school name, home phone number, and e-mail address, along with the following 3 items.

1. Nickname for the No. 10 aircraft
2. Reason for the nickname; its meaning (no specific format required)
3. Essay: Approximately 800 characters, based on the theme "travel and my family ties" (no specific

format required).

4. Photo of entrant's and his/hers suggested aircraft name on giant piece of paper.

Please submit entries to the address below.

Entry Submission Address:

549-0011

1 Senshukukonaka Tajiri-cho Sengan-gun Osaka

Keep at Izumisano Post Office Kansai Airport Annex

Peach Aviation Limited

Aircraft No. 10 Naming Campaign Department

Selection: Selection of the winning entries will be made in a fair and impartial manner by Peach Aviation Limited.

Announcement: Grand Prix Award winner and runners-up will be contacted directly (toward the end of August; tentative).

Sponsor: Peach Aviation Limited

Cosponsor: Airbus Japan K.K.

Peach Aviation Limited www.flypeach.com

Peach Aviation started flying in March 2012 as Japan's first official LCC based in Kansai International Airport, and currently operates a total of nine routes: six domestic and three international. Peach began flights along its Osaka (Kansai) to Sendai route on April 12, and is planning to open an Osaka (Kansai) to Shin-Ishigaki route on June 14, an Osaka (Kansai) to Busan route* and an Okinawa (Naha) to Shin-Ishigaki route on September 13. Peach will continue to evoke innovation in the airline industry from Kansai International Airport.

*Subject to approval by the relevant authorities.

Website: www.flypeach.com

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

YouTube official channel: www.youtube.com/user/PeachAviation