

August 7, 2013

Peach's Tenth Aircraft Nicknamed "WING of TOHOKU"

- **A naming campaign commemorating the start of services between Osaka (Kansai) and Sendai in April**
- **Nickname presented at Airbus in Hamburg, Germany**
- **Aircraft scheduled to fly on Peach's domestic and international routes**

Peach Aviation Limited (Peach; Representative Director & CEO: Shinichi Inoue, Head office: Izumisano-shi, Osaka), announced today that the nickname for its tenth aircraft had been decided on "WING of TOHOKU".

To commemorate the start of services on April 12 (Fri) on Peach's Osaka (Kansai) – Sendai route, a call had been made to elementary and junior high school students in the Tohoku region for entries for a nickname for Peach's tenth aircraft. The winning entry was selected by all Peach employees out of 60 entries that met the eligibility requirements. The grand prix went to "WING of TOHOKU".

Ms. Wakana Takeda, from Fukushima, Fukushima prefecture, who entered the grand prix-winning nickname, and her family were invited to Airbus in Hamburg, Germany, where a presentation ceremony was held with approximately 30 people from Airbus and the city of Hamburg in attendance.

Peach's Representative Director and CEO Shinichi Inoue made the following comment on the presentation of the nickname, "Besides our passengers who fly on Peach's Osaka (Kansai) – Sendai route, which opened on April 12, for gourmet dining and sightseeing purposes, there are also passengers who use these flights for completely different purposes. They are people who take part in the reconstruction activities for the region after the earthquake, and those who have been affected and have had to live in Kansai. I am pleased that Peach makes a contribution for a part of this reconstruction support."

"I hope that with the new addition to our fleet of "WING of TOHOKU" and by connecting Sendai and Tohoku not only with Kansai but with the various cities of Asia, more and more people will be able to casually enjoy air travel." He added.

The nickname selected on this occasion will be shown near the nose of the tenth aircraft. It is scheduled to be flown on Peach's domestic and international routes. The five winners of the runner-up award were presented with a prize of Peach points (equivalent to 20,000 yen).

About Peach Aviation Limited

Peach Aviation started its flight services in March 2012 based at Kansai International Airport. Peach currently operates a total 10 routes: 7 domestic and 3 international. It is scheduled to open an Osaka (Kansai) - Busan route and an Okinawa (Naha) – Ishigaki route on September 13, an Okinawa (Naha) – Taipei (Taoyuan) route on September 20 and an Osaka (Kansai) – Tokyo (Narita) route on October 27.

Website: www.flypeach.com

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

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