

Web version of the free PEACH LIVE magazine “PEACH LIVE WEB” renewal!

**Current attractive travel media about Asia including Japan
now presented on smartphone-compatible site**

- **Usability and design on smartphones improved**
- **Contents limited to the Web version also prepared**

Osaka 5 October, 2018 - Peach Aviation Limited (“Peach”, Representative Director and CEO: Shinichi Inoue) has today renewed its “PEACH LIVE WEB” (peachlive.net), which is the Web version of the free “PEACH LIVE” magazine issued by Peach.



Peach flight attendants introducing the renewed PEACH LIVE WEB

PEACH LIVE WEB was established in May last year as the Web version of the free “PEACH LIVE” magazine that presents current regional topics selected from Peach’s perspective of the world since its introduction by Peach in July 2016. Designed based on female fashion magazines, it introduces such contents as culture, dining, and other local spots in each region. The contents are presented in both Japanese and English, which will be a boon for foreign visitors, who have recently increased, to learn about the various attractions in each region.

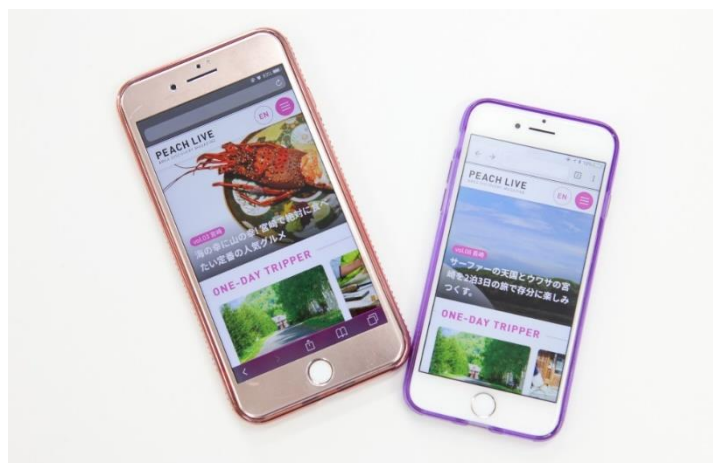
As the primary category of Peach users is women in their twenties to thirties who frequently browse Websites on their smartphones, so improving the ease of viewing on such devices was prioritized in the recent renewal. In addition to improved usability and design, much of the content that is limited to the Web version – including some that is not available on the free magazine version – is available.

Peach continues to provide the impetus for casual air travel by issuing current and attractive regional information for Asia, including Japan, through PEACH LIVE. Please look out for them.

[About Peach \(www.flypeach.com\)](http://www.flypeach.com)

Peach Aviation began services based out of Kansai Airport in March 2012. It opened secondary hubs at Naha Airport in July 2014 and Sendai Airport in September 2017. It currently operates 21 aircraft on 16 domestic and 15 international routes, flying up to more than 100 flights daily and serving more than 13,000 passengers.

<Reference Material>



Top page of the renewed “PEACH LIVE WEB” (peachlive.net)

<What is... PEACH LIVE (Area Discovery Magazine)?>

It is a regional branding book that provides information about the areas served by Peach, and attractive content in those regions. We have now released fourteen issues in total, spanning from the first focused on “Osaka” in Vol. 1 (July 2016) to the latest issue on “Taipei” in Vol. 14. A wide range of topics are covered in “One-Day Tripper” which offers suggestions for casual travel of one night/two days with dining and cultural information for each area. Current regional content is provided from PEACH LIVE’s unique worldview. Special issues for Asian countries served by Peach will be issued starting from “Taipei” – which is in the latest issue.

<Media information>

Languages:	Bilingual presentation in Japanese and English
Issuance date:	20th of every other month (Odd-numbered months)
Distribution:	Distributed by flight attendants on all domestic and international Peach flights, and at domestic flight counters at the airport, etc.
Print run:	30,000 copies
Issuer:	Shinichi Inoue (Representative Director and CEO, Peach)
Edited/issued by:	Corporate Communications Department, Peach Aviation Limited
Website:	PEACH LIVE WEB (peachlive.net/)

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20 July, 2016	Vol. 1	Osaka issue
20 September, 2016	Vol. 2	Fukuoka issue
20 November, 2016	Vol. 3	Miyazaki issue
20 January, 2017	Vol. 4	Miyagi issue
20 March, 2017	Vol. 5	Okinawa issue
20 May, 2017	Vol. 6	Kyoto issue
20 July, 2017	Vol. 7	Matsushima issue
20 September, 2017	Vol. 8	Nagasaki issue
20 November, 2017	Vol. 9	Yamagata issue
20 January, 2018	Vol.10	Niigata issue
20 March, 2018	Vol.11	Kagoshima issue
20 May, 2018	Vol.12	Sakai, Osaka issue
20 July, 2018	Vol.13	Kushiro, Eastern Hokkaido issue
20 September, 2018	Vol.14	Taipei issue