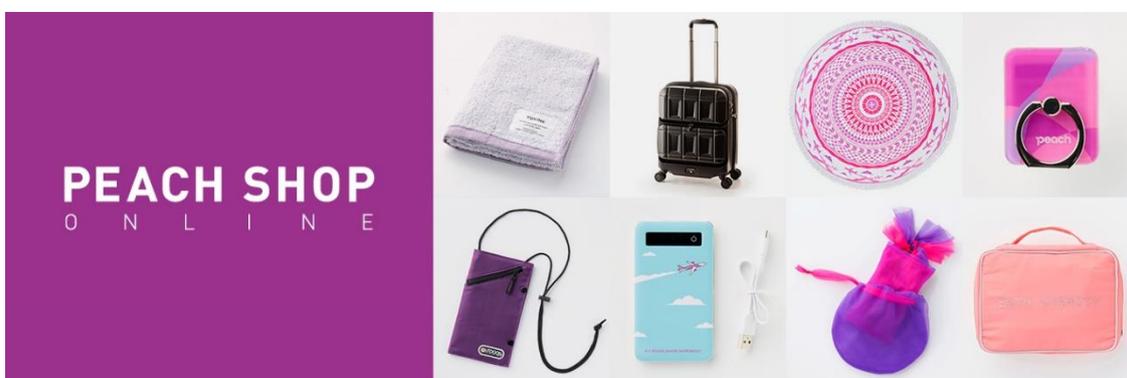


PEACH SHOP ONLINE HAS A NEW LOOK! - Premium Store that Gives You More Reasons to Travel -

- Featuring travel goods selected by Peach.
- Facts about product you can read in PEACH LIVE, a free magazine.

Osaka 5 December, 2018 - Peach Aviation Limited ("Peach", Representative Director and CEO: Shinichi Inoue) reopened 「PEACH SHOP ONLINE」 (<https://shop.flypeach.com>) today, where shoppers can find Peach's official merchandise.



PEACH SHOP ONLINE

New 「PEACH SHOP ONLINE」 stands on the concept of being a premium store that makes you want to travel. You can find about 130 products including those that are selected by Peach. The store offers products that make traveling "super easy," Peach's custom merchandise, and 「PEACH MEETS LOCAL」 products. The company plans to widen its product offerings in the future.

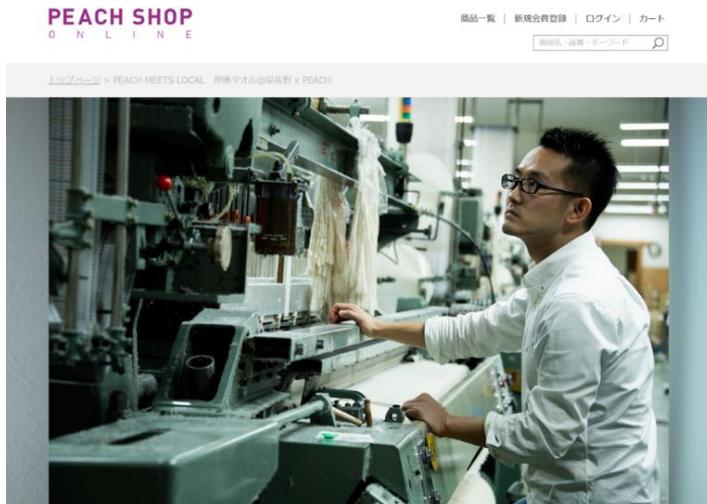
Our portable battery chargers and ring stands with a picture of Peach aircraft are perfect for our customers who love to travel on a whim and share their favorite photos of their travel destinations on social media. Our backpacks and carrying bags are available in pink and other beautiful colors distinctive to Peach. They are sure to make you want to travel.

「PEACH MEETS LOCAL」 items feature well known products from our travel destinations and the surrounding areas. Our first 「PEACH MEETS LOCAL」 products are from Shinto Towel Inc., a long-established towel manufacturer in Izumisano where Peach's corporate headquarters are located. Shinto Towel follows traditional towel making techniques while pursuing the latest trend in design. We special ordered our beach towels in our corporate color of purple. These towels are perfect for beach resorts or inside the cabin as blankets. 「PEACH MEETS LOCAL」 products are also featured in our free magazine, 「PEACH LIVE」. You can read the hidden backstories of the products, including how they were created and why our buyers picked them. These articles are available online and in print. (<https://peachlive.net/>)

Through 「PEACH SHOP ONLINE」, Peach will continue to offer more reasons to travel and make traveling easier.

Please see next page for more details.

<ABOUT PEACH SHOP ONLINE>



PEACH SHOP ONLINE will open on Wednesday, 5 December, 2018. PEACH SHOP ONLINE offers travel-related products that were selected by Peach, including products that make traveling super easy, Peach's custom merchandise, and PEACH MEETS LOCAL products. PEACH LIVE (<https://peachlive.net/>) features articles that go deeper into PEACH MEETS LOCAL products. Currently, you can find about 130 products on PEACH SHOP ONLINE.

URL: <https://shop.flypeach.com>

Samples of PEACH MEETS LOCAL products:

<Samples> *Prices include tax.



Peach Portable Battery Charger
¥3,564



Peach Ring Stand
¥972



Lagimusim / Large Cloth Bag
Peach Special Color
¥1,026



2.5-PLY GAUZE BATH TOWEL (L)
Peach Special Color
¥3,456

About Peach (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.