

JAL Starts “Haiti Earthquake Children Support - Miles for UNICEF” Campaign - Fund-raising with Japan UNICEF for Haitian children affected by the earthquake -

Tokyo, January 25, 2010: The JAL Group (JAL) and the Japan Committee for UNICEF (UNICEF) are appealing to members of the airline’s frequent flyer program – JAL Mileage Bank (JMB), to donate miles to the “Haiti Earthquake Children Support - Miles for UNICEF” campaign to raise funds for children of Haiti who have been distressed by the earthquake that struck the capital, Port-au-Prince on January 12, 2010.

JMB members registered in Japan can log on to JAL’s homepage (www.jal.co.jp) from January 26, 2010 to February 28, 2010 to make their mileage donations in units of 10,000 miles, where for every 1 mile donated, JAL will contribute the amount of 1 yen in cash to UNICEF. The money collected will fund relief activities in Haiti which include providing the children with much-needed supplies of food and medication. JMB members registered in other regions can contact their respective JMB call centers for more information on how to participate in this campaign.

The United Nations Children’s Fund commenced relief works in Haiti in the wake of the major earthquake and in addition, the Japan Committee for UNICEF also called for donations to support its aid efforts in the devastated area. JAL endorses the rescue activities of these organizations and would like to assist by appealing to customers to donate generously to this cause.

In response to the emergency situation in Haiti, JAL also swiftly made arrangements to operate two charter flights carrying relief goods and personnel from Tokyo (Narita) to Miami, at the request of the Japan Self-Defense Forces (JSDF) and Japan International Cooperation Agency (JICA).

JAL has always been supporting the activities of the UNICEF by raising funds via its in-flight “UNICEF Change for Good” donation program. Additionally, JAL responded to many past incidents such as the earthquake in Sumatra in 2007, in Sichuan, China in 2008, and the typhoon in Manila in 2009 with similar forms of aid. Recognizing its responsibilities as an air transport provider, JAL will continue to make use of its past experience and skills to render assistance in such disaster relief efforts and contribute to society.

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