

JAL to Offer [Uchi Café SWEETS] by LAWSON to Premium Economy Customers on Select International Routes

TOKYO, September 30, 2011: Japan Airlines (hereinafter “JAL”) and LAWSON INC (hereinafter “LAWSON”) are collaborating to offer the latter’s original chocolate snack “Uchi Café SWEETS” to the airline’s premium economy customers traveling on seven international routes during the 5-month period of October 1, 2011 to February 29, 2012..

The “Uchi Café Sweets” will be served to customers travelling in JAL’s award-winning Sky Shell Seat fitted in the premium economy cabin, on daily flights from Tokyo (Narita) to New York, Chicago, Los Angeles, Sydney, London, and Frankfurt, as well as on thrice weekly round-trip flights between Moscow and Japan. The Sky Shell Seat offers 20% more leg-room than regular economy-class seats, larger tray tables that comfortably accommodate a laptop and beverage, power sockets at each seat, and the unique shell-shaped backrest feature that provides uninterrupted space even when passengers in the front recline their seats.



An original confectionary created by LAWSON, the “Uchi Café SWEETS” first went on sale in November 2010 at over 9,800 LAWSON stores nationwide. It is made by coupling pure fresh milk from Hokkaido with premium Dillon Rum produced in French territory of Martinique. The superior quality of the richly aromatic, smooth and creamy chocolate has been recognized by

the global organization for consumer products, International Institute of Quality Selections, and it garnered a gold medal in the 2011 Monde Selections® in the Food Products category.

In response to customers’ requests for premium chocolates in premium economy, JAL is pleased to serve a 6-piece pack of “Uchi Café SWEETS” in special-design wrap for this tie-up. Customers can look forward to a delectable experience onboard with a complementing cup of aromatic coffee from JAL CAFÉ LINES – a range of high-quality coffee created in collaboration with world-class coffee connoisseurs and introduced onboard all JAL flights in every cabin class at the beginning of this month.

About Japan Airlines

Japan Airlines (JAL), awarded the most punctual major global airline in 2009 and 2010, is a member of the **oneworld®** Alliance and has a global network reaching more than 221 airports in 40 countries and regions together with its codeshare partners. Domestically, the airline covers more than 50 airports throughout Japan. JAL operates some 22,000 international and domestic flights a month, and currently has fleet of 209 aircraft.

About LAWSON

A major convenience store franchise chain in Japan, China and Indonesia with over 10,000 stores and which, in its financial year for 2010, had revenues of US\$ 21 billion.

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Media contact:

Japan Airlines Co., Ltd.: +81-3-5460-3109

LAWSON INC.: +81-3-5435-2773