



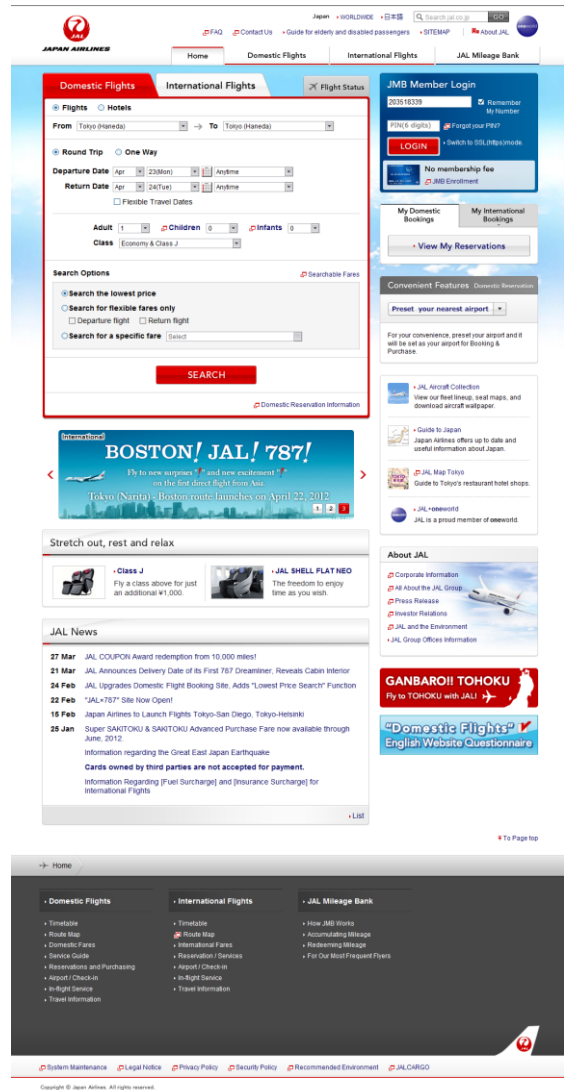
## JAL Renews Homepage to Reflect Customer Feedback and Improve Usability

**TOKYO April 24, 2012:** Japan Airlines (JAL) renewed its main homepage <http://www.jal.co.jp/> on April 19, 2012. JAL's website, from which customers can purchase tickets online, attracts more than 350,000 viewers per day on average, ranging from first-time users to regular visitors such as JAL Mileage Bank (JMB) members.

In the latest update to the functionality and aesthetics of the website, 3 years since the last revamp, JAL incorporated feedback from many frequent users as well as findings from surveys to improve usability and clarity for as many customer profiles as possible.

In addition to creating an overall larger layout with bigger font size for easy-reading, a new site index has been added at the bottom of the page for better navigation around the website. Customers can now also more easily stay updated with the latest JAL news and identify attractive promotions highlighted on a banner which customers can click to access the respective campaign microsites.

Simultaneously, JAL's Japanese version corporate website <http://www.jal.com/ja/> was also upgraded to provide customers with comprehensive information that is now easier to locate. The content has also been enhanced such as with the new section about the JAL Brand which features a unique collection of employees' description of the company in their own words, offering readers an insight into JAL from the perspectives of its staff from various divisions.



The English version of the corporate website <http://www.jal.com/en/> is being reconstructed in line with the Japanese version, and will be refreshed at a later date.

END