

JOINT MEDIA RELEASE

Launch of “Connecting People to People, Bridging Japan and the World” ~ JAL and Kopernik partner to alleviate poverty in developing countries ~

TOKYO, June 28, 2013: Today, Japan Airlines (JAL) (Headquarter: Shinagawa-ku, Tokyo/President Yoshiharu Ueki) partnered with Kopernik, a US non-profit organization (Headquarter: New York, USA/Co-founder and CEO Toshihiro Nakamura) to launch **“Connecting People to People, Bridging Japan and the World”**, a program addressing environmental and social issues in developing countries.

Building on the new JAL Group Corporate Social Responsibility (CSR) Policy from April 2013, JAL strives to meet the expectations of society, address social issues, and pass on a better society to future generations through its core air transport business as the “wing of Japan”. The airline carries out a wide range of CSR activities in various fields, with a focus on four areas: “Bridging Japan and the World”, “Safety and Security”, “Nurturing the Next Generation”, and “The Environment”.



Kopernik is a non-profit organization making simple, life-changing technology available to people in the most remote parts of the developing world. Since launching in February 2010, Kopernik has reached more than 100,000 people in 13 countries with solar lights, water filters, clean cookstoves and other innovative technologies.

JAL and Kopernik will conduct joint projects in the areas of “Connecting country to country”, “Environmental conservation”, “Improving sanitation and health in developing countries” (Safety and Security) and “Improving children’s lives and expanding the opportunity to study” (Nurturing the next generation). Through establishing multilateral partnerships and collaborating on joint projects, JAL and Kopernik can expand their impact. JAL will provide ongoing support to Kopernik’s activities, including providing air tickets.

Outline of “Connecting People to People, Bridging Japan to the World” Project

1. Encourage Japanese industries and regions - [JAL TECH –CARAVAN]

Visit technology companies and universities in Japan. Introduce existing technologies that have been designed for the developing world, and look for new technologies that meet the needs of people living in developing countries. Through introducing Japanese technologies, we want to encourage Japanese industries and regional economies to address social issues in developing countries.

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JAPAN AIRLINES

kopernik

2. Support Kopernik's projects through mile donations - [JAL CHARITY- MILE]

JAL will encourage members of the JAL Mileage Bank (JMB) to support Kopernik's projects by donating miles. From July 1, 2013 to September 30, 2013 donated miles will support the project "Let's Deliver Water Filters to Schools in Indonesia!".

3. Invite aspiring journalists to visit Kopernik's projects in developing countries - [JAL TECH-REPORTER]

JAL will invite aspiring journalists to visit the communities where Kopernik works and write about how Kopernik's simple technologies are improving lives.

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