



JAL Supports Rising Local Athletes to Embrace New Challenges

TOKYO June 9, 2014: Japan Airlines (JAL) introduced today, a new mileage campaign that allows JAL Mileage Bank (JMB) members to support rising local athletes through the contribution of mileage to select sports organizations in Japan.

Through this mileage campaign, JAL will match contributions mile for mile, and present the equivalent monetary value to these organizations that provide support and funding to help develop young promising athletes who represent the future in their sports communities in the country.(For more details on how to contribute mileage, please refer to: <http://www.jal.co.jp/en/jalmile/use/next-athlete/>)

This marks the first activity under the banner “Embrace New Challenges” simultaneously unveiled by JAL today, to reiterate its commitment to bringing customers new and innovative products and services, as well as to offering various forms of support to recognized individuals and organizations who are striving for greater heights in their respective fields. Based on this theme, JAL aims to introduce going forward, a series of activities that exemplify the spirit of improving through challenges.

“JAL seeks to continue delivering unparalleled services that will remain relevant for our valued customers and to continue supporting the aspirations of individuals and organizations through air travel,” said JAL President, Yoshiharu Ueki. “I think there is a lot to learn from these athletes who are always challenging themselves to surpass their previous achievements. Like them, JAL resolves to constructively take on new challenges to increase our corporate value in order to contribute to the betterment of society and to express gratitude for the steadfast support from our customers and stakeholders.”

JAL will continue striving to embrace new challenges, to improve the quality of our offerings to customers and become their most preferred airline in the world.

Embrace new
Challenges **JAL**

END