

## JOINT MEDIA RELEASE

### **JAL and Saison Support Japan National Football Team to Challenge Higher Goal**

~ The sixth installment of “Embrace new challenges JAL”~

**Tokyo August 29, 2014:** Japan Airlines Co., Ltd. (JAL) and Credit Saison Co., Ltd. (Saison), both supporting companies to Japan National Football Team, decided to launch a new campaign to give strong backing to Japan National Football Team.

JAL and Saison will work together to contribute to the development of Japan National Football Team through all possible activities.

#### **Outline of campaign-the joint project by JAL and Saison**

(1) Accumulating more mileage if Japan Football Team wins the game (\*1).

JAL mileage members, who registered for attending this campaign through JAL mileage campaign website, can accumulate more mileage for ‘accumulating mileage in everyday life’ (\*2) than usual for a week from the next day of the applicable football match if Japan National Football Team wins the game.

During this period, JMB members can earn 20% more mileage accumulation and JMB plus Saison card or UC card member issued by Credit Saison (\*3) can earn 50% more.

Additionally, during the above-mentioned period, the mileage exchange rate will be raised to 1.2 times more than normal mileage exchange rate for permanent Saison’s points to mileage.

(2) Donating miles before the football game

Donations will be accepted in units of 2,000 miles on JAL website before the game.

Donator has a chance to win a pair of football tickets by a lucky draw.

#All donated miles will be submitted to Japan Football Association

(3) Earning miles in the stadium while watching the football game

JMB member can earn 120 award miles by simply touch the device by JMB card, set at JAL reception booth in the stadium\_while watching the football games below.

(\*1) Donator has a chance to receive goods of Japan National Football Team by a lucky draw if Japan national team does not win the game.

(\*2) More than 195,000 restaurants and shops etc. are eligible for JMB member to ‘accumulating miles in everyday life’.

(\*3) Applicable JMB-Saison Card/UC Card member can make this donation after registering JMB number on Saison/UC Card homepage.

<More>

**Applicable football matches** (Three football matches in September 2014)

Date	Japan National Team	Opponent	Donating Miles	Earning Miles in the Stadium		Earning Miles if Win
			Period Effective	Place	Kick-off	Period Effective
Sep. 5	SAMURAI BLUE	Uruguay National Team	Until 23:59 on August 24	Sapporo Dome	19:25	Sep. 6 ~ Sep. 12
Sep. 9	SAMURAI BLUE	Venezuela National Team	Until 17:00 on August 31	The International Stadium Yokohama	19:20	Sep. 10~ Sep. 16
Sep. 13	Nadeshiko Japan	Ghana National Women Team	Until 17:00 on August 31	ND Soft Stadium Yamagata	19:00	Sep. 14 ~ Sep. 20

END