



JAL Unveils Its New Homepage for Japan Region

~ Improved Usability to Meet Customer Expectations ~

TOKYO April 17, 2015: Japan Airlines (JAL) unveiled its newly main homepage (www.jal.co.jp) on April 16, 2015 and its English site (<http://www.jal.co.jp/en/>) for Japan region on April 17, 2015.

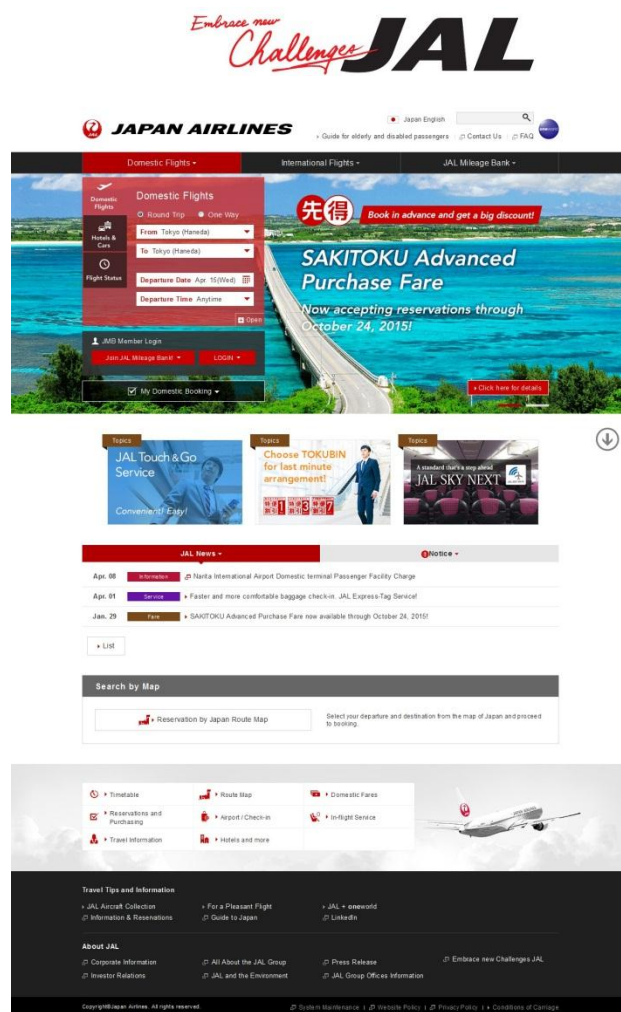
JAL's main homepage, which provides the airline's latest information and ticket purchase services to customers, is one of the most visited e-commerce websites in Japan. Aiming to continuously deliver fresh and enjoyable travel experiences for its customers, JAL reviewed customers' valuable comments and analyzed survey reports for the improvement of its homepage in the last three years. With a trendy layout and enhanced usability, the new homepage enables customers to start their seamless travel experiences from the time of reservation.

New Features of JAL's Redesigned Homepage

1. JAL's "Trend" at the First Sight

The main panel on the top page, which catches customer's first sight, shows JAL's attractive promotions and latest services.

Customer can promptly identify JAL's highlighted promotions and easy access to each content by one click.



2. Clear Structure and Simplified Categorization

JAL's new homepage has adopted a more concise and clear webpage structure.

Information such as news, promotion and service announcement are categorized respectively for customer's quicker access to the necessary information.

3. Improved Usability for Tablet PC

JAL's new homepage is also optimized to provide better online experience to the increasing tablet PC users.

Not only the webpage layout is re-sized, but also the some behavioral specifications are applied for tablet PC users' easier operation.

JAL is committed to "Embracing New Challenges", and is striving to implement the latest in modern technology and new ideas to provide customers with a more convenient online and travel experience.

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