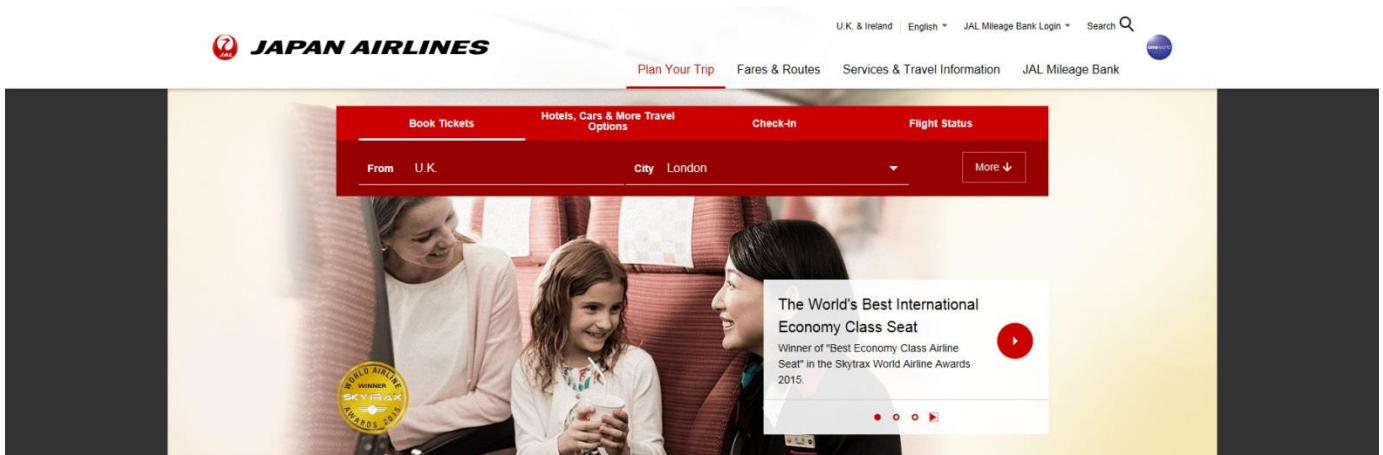




Brand New Face of JAL's Global Website with Improved User Experience

Tokyo April 26, 2016: Japan Airlines (JAL) unveiled its redesigned global website covering 26 regions and 12 languages on April 25, 2016. Built on feedback from public and user experience surveys, the new design focuses on both usability and visibility. With the target of “providing an unparalleled service that never fails to inspire our customers,” the airline is striving to provide customers with a stress-free and comfortable air travel experience, even before they make a booking through the new designed global website.

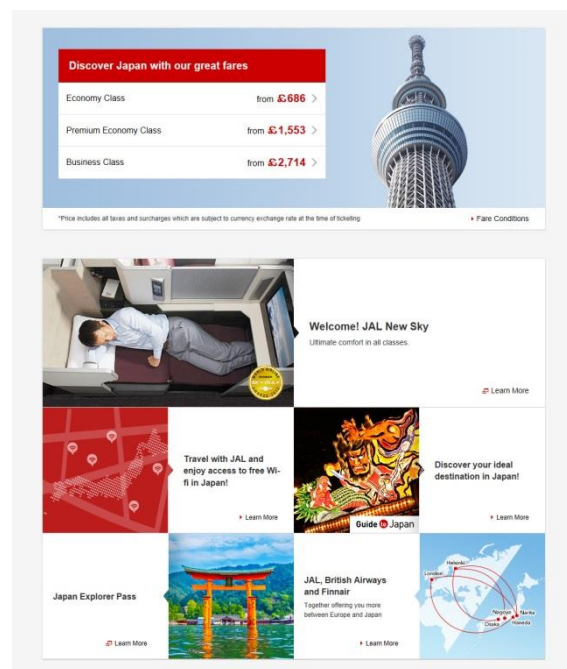


* URL (e.g. JAL’s Australia website): <http://www.au.jal.com/au/en/>

The new international website conveys JAL's ethos to the world, with a high quality stamp. JAL’s aim is to become the world’s most loved, and the number one airline of choice for flyers, helping more tourists to discover Japan, and welcoming as many foreign visitors to the country as possible. With our spirit of Japanese hospitality, JAL will be continuing to rise to the challenge of leaving absolutely nothing to be desired.

1. A simple & soothing design

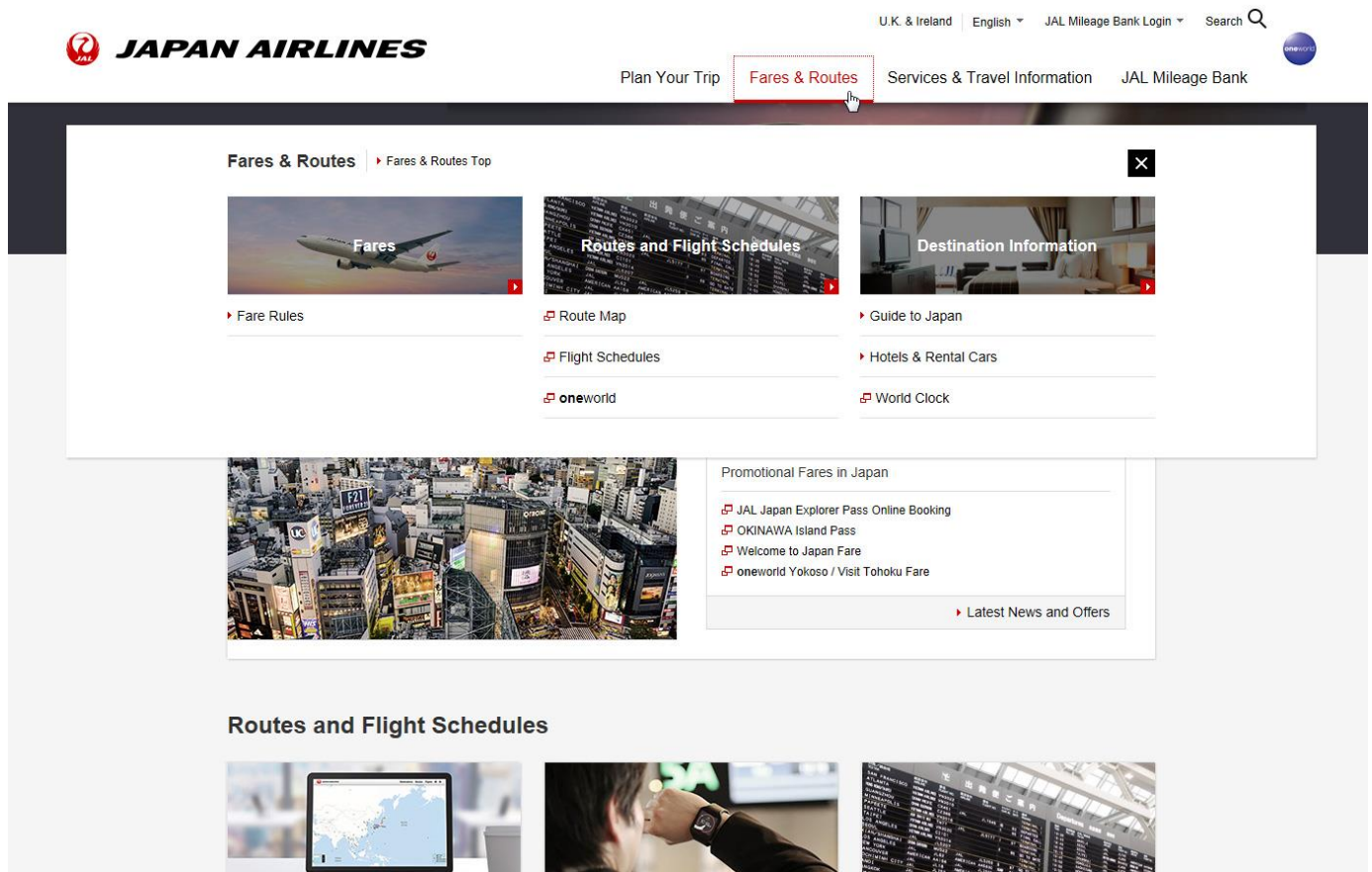
A new layout featuring an intuitive design to simply select the information you want. The newly relaxed design makes tablet-based access simpler, which allows users to tap easily to where they want to go.





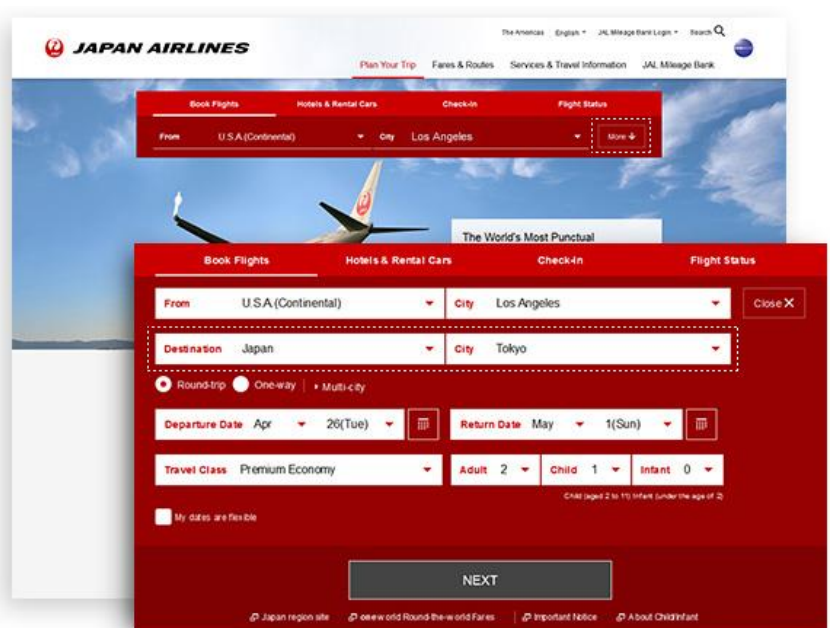
2. A completely new navigation menu

The organization and layout of the navigation menu has been carefully planned to take customers to the information they need as quickly as possible. The site content has been rearranged and recategorized, and with the larger, easier-to-view menus, the information users want can be reached in a snap.



3. Renewed flight search functions in the reservations area

The seat search window has been completely renewed, with a larger layout to allow easy access on tablet devices. With changes in the flight search area, such as pull-downs that change from red to white when expanded after pressing the "More" button, making a seat availability inquiry is now slick and hassle-free.



END

