



Japan Airlines Signs Professional Tennis Player Kei Nishikori to Partnership Agreement

~JAL supports Kei Nishikori's challenge of becoming the world's top tennis player~

Tokyo, November 27, 2015: Japan Airlines (JAL) has reached a partnership agreement with top Tennis player, Kei Nishikori.

Kei Nishikori, who rose as high as No. 4 ranked player in the world, is greatly admired by tennis fans in Japan and across the world. His achievements on the global stage, his drive to rank among the world's elite, and his sincere attitude toward tennis fit seamlessly with JAL's approach to "Embrace new challenges" and maintain a high-level of professionalism throughout its own efforts.

JAL is proud to provide the utmost comfort and preparedness for as it supports Nishikori's travels across the world. With this new partnership, Nishikori will be featured as one of the faces of the JAL brand starting in 2016.

"I feel honored to be able to enter into what will hopefully be a long and beneficial partnership with Japan Airlines," said Nishikori at the press conference announcing the partnership. "I am always traveling around the world, so I'm happy to be able to do so while experiencing the comfort of JAL."

"Since we were founded in 1951, JAL has been challenging convention and pushing the boundaries of air travel, while supporting people across the world as they take on new challenges of their own," said Yoshiharu Ueki, President of Japan Airlines. "In this spirit, we are extremely proud to support the top athletes of Japan as they aim to establish their place among the world's best in their sport, helping to bring awareness and trust to the JAL brand as we also strive to become the world's most valued and preferred airline group."



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Profile

•Birth Date	December 29, 1989 (Age: 25)
•Hometown	Shimane, Japan
•Height	5'11"(180cm)
•Weight	165lbs(75kg)
•Plays	Right-handed (two-handed backhand)
•Residence	Bradenton, Florida, USA
•Tennis school	IMG Academy (Florida, USA)
•ATP Ranking	No. 8 (Highest Ranking: No. 4, 2015.03.02)

BIO

Kei Nishikori began playing tennis at the age of five. In 2001, he became the fifth player in history to win all three major junior national championships in Japan.

2007 -- Made his professional debut at the Japan Open in October.

2008 -- As a qualifier, he won his first ATP title at the Delray Beach tournament in February. In August, he became the first Japanese player to reach the round of 16 at the US Open in 71 years.

2012 -- He reached the quarterfinals of the Australian Open, lifting his world ranking to world No. 20. At the Summer Olympics, Nishikori reached the quarterfinals improving his world rank to No. 5. In October, Nishikori won the Rakuten Japan Open in Tokyo.

2014 -- He defended his title at the U.S. National Indoor Tennis Championships in Memphis, finished in the top four at the Masters 1000 event in Miami, and won the ATP500 in Barcelona. Nishikori reached the final of Madrid Open. He achieved a career-high No. 9 in ATP singles ranking on May 12. Nishikori became the first Asian man ever to reach a Grand Slam tournament final at the 2014 US Open. He won his third season title at the Malaysian Open, and then went on to participate in the Rakuten Japan Open, winning the title for the second time. He made his debut at ATP World Tour Finals, which features the top eight ranked players in the world.

2015 -- In February, Nishikori became the first ever player to win the Memphis Open three times in a row. He next participated in the 2015 Abierto Mexicano Telcel and reached the final which allowed him to move into a new career high world ranking of No. 4. As of Nov. 9, 2015, his current ranking is No. 8.

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