

JOINT MEDIA RELEASE

Japan Airlines and Priority Pass Enter Worldwide Partnership

~ JAL Mileage Bank Members can now redeem airmiles
for Priority Pass Prestige Membership ~

Tokyo October 06, 2016: Priority Pass, the world's original and largest, independent airport lounge membership program and Japan Airlines (JAL) one of the world's most recognised airlines, today announces a new partnership that enables the 30 million plus members of JAL's worldwide frequent flier program, JAL Mileage Bank (JMB), to redeem only 40,000 miles in exchange for a Priority Pass Prestige Membership and free unlimited access to over 950 airport lounges worldwide.



Priority Pass



JAL Mileage Bank membership card



JMB members who earn miles from flights, hotel stays, shopping, and other activities can now easily redeem their miles for a Priority Pass Prestige Membership through JAL's website. The Priority Pass Prestige Membership normally retails at US\$399 for a 1 year membership and offers free unlimited access to a global network of 950+ lounges in over 400 cities.

Upon redemption, members can download the Priority Pass smartphone app to access and use their Digital Membership Card or opt for a physical card which will be sent to their selected address. Both offer a quick and simple method to access a growing network of lounges in key airport locations across Asia, Europe, Middle East, Africa and the Americas.

Jun Kato, Executive Officer of Japan Airline said that the new redemption offer through the exclusive collaboration will boost JAL's value proposition to its customers on a global scale.

"We believe that Priority Pass will greatly enhance the convenience and comfort of the airport experience and as a result, increase the loyalty of all our JAL Mileage Bank members."

He adds: "This collaboration will cater to all our Members around the world and they will now be able to enjoy a comprehensive network of over 950 lounges worldwide, through the easy conversion of their JAL Mileage Bank Miles."

Tony T. Low, Senior Vice President and General Manager, Asia Pacific for Priority Pass, part of the Collinson Group commented: "We are very pleased to partner with JAL, and they are the first airline to offer airmile redemption for a Priority Pass membership."

"With over 950 lounges worldwide, Priority Pass has the largest lounge portfolio of any independent provider, and the number of new lounges in our network continues to grow each month. We continue to see strong demand for access to our lounges, with a Priority Pass Member using a lounge every 3 seconds and enjoying a seamless digital experience using our Digital Membership Card."

"This new partnership will now connect and provide all of JAL's members and frequent flyers who want more from their airport experience in the form of rewarding travel journeys, with airport lounge access at all the top travel destinations around the world. We look forward to JAL Mileage Bank members joining the Priority Pass lounge access program."

For further details on JAL miles redemption, please visit <http://www.jal.co.jp/en/jmb/>

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About Priority Pass

Launched in 1992, Priority Pass provides frequent travelers with airport lounge access irrespective of their class of travel or airline. Recognised as a premium brand with 950+ airport lounges in its program, Priority Pass drives customer acquisition, improves retention and creates brand differentiation for blue-chip corporates and clients. It offers innovative technology including smartphone apps and Digital Membership Cards which deliver ideal customer experience and robust client accountability.

Priority Pass, with its recent brand refresh, is a flagship product of the Collinson Group, a global leader in influencing customer behaviour to drive revenue and value for its clients. The Group offers a unique blend of industry and sector specialists who together provide market-leading experience in delivering products and services across four core capabilities: Lifestyle Benefits, Loyalty, Insurance, and Assistance. Collinson Group has more than 25 years' experience, with 26 global locations, servicing over 800 clients in 150 countries, employing over 1,900 staff, managing over 20 million end customers.

For more details please visit www.prioritypass.com



About Japan Airlines

Japan Airlines (JAL) was founded in 1951 and became the first international airline in Japan. A member of the **oneworld®** alliance, the airline now reaches more than 305 airports in 51 countries and regions together with its codeshare partners with a modern fleet of more than 220 aircraft.

JAL Mileage Bank (JMB), the airline's loyalty program, has reached over 30 million members worldwide. Awarded the most punctual major international airlines in 2009, 2010, 2012, 2013 and 2015, JAL is committed to providing customers with the highest levels of flight safety and supreme quality in every aspect of its service, and aims to become the most preferred airline in the world.

For more information, please visit <http://www.jal.com/en/outline/>