

Japan Airlines Nabs Two Good Design Awards for 2009

JAL's latest international executive class seat and economy class meal served onboard flights to Guam win prominent design award

Tokyo, October 01, 2009: Japan Airlines has been awarded two Good Design Awards this year. The winning products are JAL Shell Flat Neo – the airline's newest international executive class seat, and *Soraben* – the innovative “resort-feel” economy class in-flight meal served onboard flights to Guam. Sponsored annually by the Japan Industrial Design Promotion Organization (JIDPO), the Good Design Award is Japan's only comprehensive design evaluation and commendation system, and is a mark of true quality.



The JAL Shell Flat Neo, awarded under the category of Society [Public Transit Vehicles], is a JAL original product that features the popular shell-shape seat. Based on customer feedback and the concept of Universal Design, practical and aesthetic enhancements were made to its predecessor, resulting in the new JAL Shell Flat Neo which boasts a bigger size personal TV screen and increased stowage area among other improvements. It was

inaugurated in August 2008 on the Tokyo (Narita) – New York route (JL005/006), followed by service to San Francisco and will soon be available on routes to Los Angeles and Chicago by 25th of this month.

A winner under the Network [Publicity] category, *Soraben*, a Japanese style lunchbox first served in economy class on JAL's short haul flights to Korea in July 2008, was introduced in March this year on the route to Guam. Once they are served the visually enticing and gastronomically satisfying lunchbox, passengers on the flight departing Japan can start to immerse in a resort ambience even before they arrive in Guam, and return with beautiful memories of the island evoked by the delightful breakfast menu offered on the return flight. The *Soraben* has since received numerous commendations and compliments for effectively creating the desired atmosphere in-flight.



Past Awards

This is the fifth Good Design Award Japan Airlines has won for its quality seats and a first for an in-flight meal. In 2002, the airline won the award for its international first class seat, the New Sky Sleeper Solo. This was followed in 2003 with an award for the airline's international executive class seat, the JAL Shell Flat seat. The next year, JAL also won a Good Design Award for its domestic executive class seat, the *class J* seat. Preceding this year's award, Japan Airlines won for its international premium economy seat, the JAL Sky Shell Seat, in 2008.

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For more details, please visit the following websites:

JAL Shell Flat Neo – http://www.jal.co.jp/en/inflight/inter/executive/c_seat/

Soraben – <http://www.jal.co.jp/soraben/> (*Japanese only*)

About Japan Airlines

The JAL Group, Asia's largest airline group by operating revenue, serves some 220 airports in 35 countries and territories, including 60 airports in Japan. Its international network covers over 250 passenger routes and 28 cargo routes, while its domestic operations include flights on 143 routes.

With around 23,000 employees in the air transport segment, JAL Group operates a fleet of some 270 aircraft including Boeing 747s and 777s and is now in the process of a major fleet renewal, introducing more fuel-efficient small and medium aircraft such as the B737 New Generation series and in the future the new high-tech Boeing 787 "Dreamliner".

JAL First Class offers fully reclining Skysleeper or Skysleeper Solo seats. JAL Executive Class – Seasons, introduces the concept of "quality time" spent on board and features the award-winning JAL Shell Flat Seat that reclines to almost the horizontal and provides a high degree of personal privacy. From December 2007 JAL started offering JAL Premium Economy on key business routes, and from August 2008 started introducing on US routes a luxurious new suite to JAL First Class and the JAL Shell Flat NEO, a leading-edge seat for JAL Executive Class.

Top quality in-flight service has always been the hallmark of JAL's reputation. Cuisine offered in all classes is a combination of Western and Japanese food. JAL carries a fine selection of award-winning wines and sake in First Class and JAL Executive Class - Seasons, JAL's business class. Quality in-flight entertainment systems are a feature of JAL's international fleet aircraft.

A member of the **oneworld** global alliance since April 2007, JAL offers customers many benefits, such as the JAL Mileage Bank frequent flier program.

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