

Japan Transocean Air Launches New “OKINAWA Island Pass” Affordable and convenient access within Okinawa for foreign tourists

Tokyo, October 1, 2009: Japan Transocean Air (JTA), a JAL Group subsidiary, launched a new fare product, the “OKINAWA Island Pass” today. Available to foreign tourists visiting Okinawa, the new pass can be used on any JTA operated flights plying 5 domestic routes within the Okinawa prefecture, southwest of Japan.

In recent times, the number of visitors from Hong Kong, Taiwan, and other parts of South East Asia to the Okinawa area has been on the rise, reaching almost 250,000 in 2008. Eyeing further tourism growth in the subtropical islands known for their beautiful beaches, the “OKINAWA Island Pass” is expected to additionally boost demand by making trips to the islands for foreign visitors inexpensive and convenient. The JAL Group also recently announced the establishment of a new feeder service connecting Japan’s main international hub, Narita International Airport in Tokyo, with Okinawa’s Naha Airport which will commence from January 5, 2010, allowing for smoother transfers to the popular tourist destination from abroad.

Overseas visitors to Japan can utilize the JAL Group’s two existing domestic passes and the “OKINAWA Island Pass” to further explore and discover the many wonders of Japan.

For more details, passengers are requested to contact the JAL Regional Sales Office in their region.

OKINAWA Island Pass

Eligible passengers : Overseas residents visiting Japan (*Regardless of airline used on the international sectors.*)

Applicable Routes : Naha = Ishigaki / Miyako / Kumejima, and Ishigaki = Miyako / Yonaguni

Applicable Flights : JTA operated flights only

Applicable dates : [October 1, 2009 ~ December 17, 2009 inclusive]

[January 6, 2010 ~ March 11, 2010 inclusive]

(Based on date of travel.)

Fare : JPY 9,000 per sector

Ticket conditions : Minimum purchase of 2 sectors, maximum purchase of 5

: Tickets must be purchased before arriving in Japan

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JAL Group Domestic Passes

Type of Pass	Applicable Flights	Fare per sector	Eligible Passengers
Yokoso (Visit) Japan Pass	All Japan domestic flights on JAL / JTA / JEX*	JPY 10,000	Overseas residents visiting Japan, using any oneworld member airline as the international flight carrier.
WELCOME TO JAPAN Pass		JPY 13,000	Overseas residents visiting Japan using any airline as the international flight carrier.
OKINAWA Island Pass	Naha = Ishigaki Naha = Miyako Naha = Kumejima Ishigaki = Miyako Ishigaki = Yonaguni on JTA	JPY 9,000	Overseas residents visiting Japan using any airline as the international flight carrier.

*JEX: JAL Express

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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