

Japan Airlines Introduces New Executive Class Menu on Southeast Asia Routes

Tokyo, March 29, 2010: Japan Airlines (JAL) will begin offering a newly-enhanced menu to its passengers traveling on JAL's Executive Class Seasons - the airline's international business-class, on routes to select Southeast Asian cities from April 1, 2010. The latest menu line up will highlight regional Japanese cuisines that use distinct ingredients and methods of preparation, a popular "casual western diner"-concept meal that seeks to evoke a sense of nostalgia, as well as a flavorful "Contemporary French" menu.

Business class travelers on flights from Japan to Singapore, Kuala Lumpur, Bangkok, Jakarta, Bali and New Delhi, favoring a taste of Japan, can look forward to savoring dishes unique to the Kagoshima, Miyazaki, Kumamoto and Kyushu regions of Japan during the months of April to June, 2010.



Replacing the *Kaiseki*-style of course-by-course meal-service, JAL will start offering the "Samurai Zen"-inspired Japanese meal comprising a main dish, freshly-cooked rice and 6 to 9 accompanying side dishes that can be best enjoyed with a class of complementing sake or wine.



Alternatively, passengers can opt for the delectable Western meals, having a choice of the Japanese-influenced western meal with mains like hamburger steak or beef stew made from 100% Japan-bred beef, along with 6 to 9 side dishes, or the elegant French meal served with small sides such as snow crab with avocado salad and beef pie alongside a main dish which will go perfectly with a glass of fine wine from our comprehensive onboard cellar.

Springing from a genuine hospitality, Japan Airlines will continue in its efforts to raise customer satisfaction and to enhance their overall onboard experience through implementing such improvements to service quality and variety. The above meal service is planned to be introduced onto other medium-haul routes in the near future.

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