

Introduction of JAL Domestic First Class Service on Tokyo - Fukuoka Route

Tokyo January 24, 2008: Japan Airlines (JAL) will expand its new domestic first class service onto the Tokyo – Fukuoka route from April 1, 2008. Seat reservations can be made from February 1 2008.

The new first class service, the first-ever introduced on Japan domestic flights, will be offered to begin with on two round trip flights per day - morning and afternoon departures - between Haneda, Tokyo and Fukuoka, the largest city in Kyushu. The flight time between the two cities is between 1.5 – 2 hours.

From May 2008, JAL's new service will gradually be introduced onto more flights serving on route. The airline currently operates 18 daily round-trip flights between the cities.

At Fukuoka airport, JAL will provide dedicated first class check-in counters, and passengers will be able to enjoy priority boarding and priority baggage claim. They will also have access to the recently renovated Sakura Lounge at the airport.

JAL's domestic first class service was first introduced on the Haneda, Tokyo – Itami, Osaka route from December 1 2007 and is available on 7 round trip flights per day. The airline plans to expand the new service to all flights operating between these two airports. In the first half of FY2008, the year starting April 1 2008, the new class will also be introduced on another key trunk route: Haneda – Sapporo.

First Class Seat - Passengers choosing JAL's domestic first class service can completely relax in a seat as comfortable as a sofa. Upholstered in the finest leather, the seat reclines to a maximum angle of 132°, and has a generous seat pitch (legroom) and width of 130cm and 53cm respectively. The seats are arranged on board B777-200 aircraft in a 2-2-2 configuration, and a center partition made with a wood finish has been added between each pair of seats for extra passenger privacy. The customer-friendly principles of Universal Design have been incorporated into the seat's design to ensure that it is usable by as many people as possible regardless of age or physical condition.

First Class Cuisine - On board, JAL serves first class passengers a choice of either a main meal or a light snack which are changed every 10 days to ensure that only the freshest ingredients are used. Some of the main meals and snacks are created by some of the top restaurants and shops in Japan. Evening main meals are alternately made by the French restaurant *épouvantail* and Japanese restaurant *Nadaman* in Osaka, and *L'Alliance*, *Waketoku-yama* and *Aromafresca* in Tokyo which are well-known respectively for their French, Japanese and Italian cuisine and were all awarded 1 star by Michelin in its Tokyo Guide 2008. Between the hours 9am and 5pm passengers can choose between a *bento* box light meal, or delicious desserts made by *Maison de Petit Four*, *Suzukake*, or *Sun Fruits*.

First Class Service - In addition to the complimentary blankets, headphones and soft drinks already provided in economy class and in JAL's award-winning domestic business class, *Class J*, domestic first class passengers will be given a cushion and slippers for extra comfort and can enjoy a selection of complimentary alcoholic beverages including beer, wine, and shochu. The drinks menu will also feature a monthly recommendation of a champagne, wine or sake.

Passengers who have purchased a domestic fare ticket can upgrade from economy class to first class by paying just 8,000 yen for each sector of their journey, subject to seat availability. Ticket rules and conditions apply. Passengers traveling internationally in JAL First Class will be seated at no additional cost in the new domestic first class cabin on applicable domestic routes.



 JAL FIRST CLASS

Quick Reference JAL Domestic Seat Comparison Chart

	New First Class	Class J	Economy
Seat Surcharge	JPY8,000	JPY1,000	n/a
Seat Pitch	130 cm	95 cm	79 cm
Seat Width	53 cm	47 cm	44 cm
Armrest width	33 cm	18 cm	6 cm
Max. Angle of Recline	132°	121°	-
Complimentary Drinks	Alcohol and soft drinks	Soft drinks	Soft drinks
Meal Service	Yes	No	No
Other amenities	Blanket, headphones cushion, slippers.	Blankets, headphones	Blankets, headphones
Priority Boarding	Yes	No	No
Lounge Access	Yes	No	No
Luggage Allowance*	40kg	15kg	15kg
JMB Mileage Accrual	+ 50% of the sector miles	+ 10% of the sector miles	n/a

* International luggage allowances apply to passengers with same day connections from international to domestic flights and vice versa.

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