

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

Tokyo March 27, 2008: Japan Airlines (JAL) will introduce its new domestic first class service to the Tokyo – Sapporo route from June 1, 2008. Seat reservations can be made from April 1 2008.

The new first class service, the first-ever introduced on Japan domestic flights, will be offered on two round trip flights per day between Tokyo (Haneda) and Sapporo (Chitose), the largest city in Hokkaido. The flight time between the two cities is approximately an hour and a half.



F JAL FIRST CLASS

At Chitose airport, JAL will provide dedicated first class check-in counters, and passengers will be able to enjoy priority boarding, priority baggage claim and access to the Sakura Lounge.

JAL's domestic first class service was first introduced on the Haneda, Tokyo – Itami, Osaka route from December 1 2007 and from April 1 2008 the service will also be introduced on flights between Haneda, Tokyo and Fukuoka. By the beginning of May, JAL will have increased the number of flights the first class service is available to 10 flights per day on the Osaka route and 6 flights per day on the Fukuoka route.

Also during June, JAL will serve in first class on all of these routes as its recommended drink of the month a range of *sake* produced by 11 members of the Hokkaido Sake Brewers Association. The *sake*, specially branded under the name *saikatouya*, have been produced to mark the holding of the G8 Summit in Toyako, Hokkaido in July 2008.

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. Most of the restaurants being used to create the evening main meals were 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.

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.

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



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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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