

Japan Airlines Wins Condé Nast Traveler World Savers Award

Tokyo, August 24, 2009: Japan Airlines (JAL) has been honored with the World Savers Award by Condé Nast Traveler for being the most socially responsible airline amongst its peers in the category. The Award seeks to recognize companies in the travel industry that have generously contributed back to society through its various business activities, particularly in the five key aspects of education programs, wildlife conservation, poverty alleviation, environmental or cultural preservation and health initiatives.

Contending with thirty-six finalists who were narrowed down from 100 applicants, Japan Airlines emerged the overall winner in the airline category – a new category added to the award this year, for having a program in every assessment area. The diverse approach by JAL to fulfill its responsibility as a corporate citizen scored it a total of 81.5 points out of 100 possible points by a panel of 20 distinguished academics, environmentalists and industry experts.

Japan Airlines was lauded in particular, for providing free transportation of supplies and aide personnel to Pakistan in October 2005 and to Indonesia in December 2004 and May 2006 after both regions were hit by severe earthquakes. On the environmental front, an aspect in which JAL is especially active in, JAL's ambition to drastically reduce the amount of fuel consumed and the amount of green-house gases emitted in the course of its business, leading to proactive research into the use of biofuel and overall weight reduction of its aircraft through measures such as use of lighter-weight material for in-flight items, further contributed to the carrier's recognition by Condé Nast Traveler.



Japan Airlines is extremely honored to be spotlighted by the esteemed travel magazine for its CSR efforts. Standing firm by the corporate policy to contribute to the sound development of society, Japan Airlines will continue striving for symbiosis with the world and the environment.

For more about Japan Airlines and the Environment: <http://www.Japan Airlines.com/en/environment/>

For more about Japan Airlines' CSR Activities: <http://www.Japan Airlines.com/en/society/>

About Japan Airlines

The Japan Airlines 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



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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.

About Condé Nast Traveler World Savers Award

The *Condé Nast Traveler* World Savers Awards honor the travel companies from around the world for their leadership in social responsibility in five key areas: poverty alleviation, cultural and/or environmental preservation, education programs, wildlife conservation, and health initiatives. To determine the award finalists and winners, *Condé Nast Traveler* editors reviewed over 100 applications and narrowed them to 36 finalists. An independent panel of 20 judges, comprised of leaders from the travel industry and non-governmental organizations, rated how applicants exercised social responsibility in the five key areas. There were eight categories of travel company: small hotel chains, large hotel chains, city hotels, small lodges and resorts, large lodges and resorts, tour operators, cruiselines, and airlines. This year judges also looked at overall scores, to give credit to companies with admirable programs in a number of areas.

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