

JAL and JR Tokai Team Up to Boost Inbound Tourist Demand

Tokyo, June 12, 2009: Japan Airlines (JAL) and Central Japan Railway Company (JR Tokai), representing the 2 major modes of transport that bring tourists into and around Japan, have decided to team up and join strengths to stimulate demand and boost visitor numbers to Japan.

As a start, from July 1, 2009, with support from JAPANiCAN.com - a JTB Group travel website for overseas travelers planning to visit Japan - passengers who purchase their air tickets to Japan through JAL's international websites* can at the click of the mouse navigate to a tour page where they can purchase a JR Shinkansen Tour** to such destinations as Kyoto or Takayama by the high-speed railway trains well-known world-wide as bullet trains or *shinkansen*.

Combining the unique Japanese hospitality offered onboard by JAL, and the renowned *shinkansen* that has long been another symbol of Japan, JAL and JR Tokai aim to attract more foreign visitors and promote inbound tourism. Both companies look forward to developing the collaboration further and will cooperate to offer holiday-makers to Japan greater convenience and new domestic destinations that best represent Japan.

*Reservations can be made in English, French, German, Spanish and Korean.

**Applicable tours are Sunrise Tours-sponsored "The Shinkansen Tour," a joint project of JTB Global Marketing and Travel and JR Tokai.

About Japan Airlines

The JAL Group airlines serve 220 airports in 35 countries and territories, including 60 airports in Japan. The international network covers over 250 passenger routes and 28 cargo routes, and the domestic network covers 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.

About Central Japan Railway Company

Central Japan Railway Company (JR Central, also known as JR Tokai) commenced operations in April 1987 upon the privatization and breakup of the Japanese National Railways (JNR). The core of JR Central's operations is the Tokaido Shinkansen, the main transportation artery linking Japan's principal metropolitan areas of Tokyo, Nagoya, and Osaka.

The Company also operates a network of conventional railway centered on the Nagoya and Shizuoka areas. JR Central and its consolidated subsidiaries are strengthening affiliated businesses by making full use of the Company's stations and trains.

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