

JAL to Serve Asia's First PET Bottled Wine - Commencing service on a JAL Eco Jet -

Tokyo, August 4 2009: JAL becomes the first carrier in Asia to serve wine in PET bottles onboard its economy class cabin. This service which will be gradually introduced on all international routes will commence from August 6, 2009, starting with flight JL403 from Tokyo (Narita) to London (Heathrow), operated with a JAL Eco Jet aircraft that is decorated with a special 'green' design to promote environmental awareness.

PET Bottled Wine – An Ecological Choice

The wine will be bottled in recyclable PET bottles that look identical to the original glass packaging except at 22 grams each, are one-seventh the weight of glass bottles the same size. The switch to using PET wine bottles onboard can help to reduce the overall weight of the aircraft, thereby lessening fuel consumption and consequently, CO2 emissions without compromising on the integrity and flavor of the wine. Discarded PET bottles from the aircraft are also collected and recycled, which makes the use of PET bottles instead of glass bottles, a more ecological choice.

The wine, BARON MAXIME, is jointly produced by Wines Tree of southern France and Paul Sapin S.A, a company specializing in wine from France and advanced wine bottling technology. The white wine is made from 100% native Spanish Arién grapes while the red is made from 100% French-grown merlot grapes; both of which are highly fragrant with a fresh and fruity taste.



Inauguration of 2nd JAL Eco Jet

JAL introduced the first JAL Eco Jet on its domestic network in June 2008 to enhance public awareness about the environment and global warming, as well as to demonstrate JAL's unwavering commitment to supporting environmental activities.

The second JAL Eco Jet, a Boeing 777-300ER, will take to the skies for its first flight on August 4, 2009 as flight JL711 from Tokyo (Narita) to Singapore. It carries on its fuselage, like the first one, a 2-meter high by 7-meter wide green origami paper plane motif accompanied by the words 'Sky Eco' in both Japanese and English. The conventional JAL livery of the aircraft has been modified by changing the color of the 'arc of the sun' design on its tailfin from red to green.



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JAL plans to operate this second Eco Jet on international routes connecting Tokyo to such key destinations as London, Paris, Frankfurt and Seoul, while the first Eco Jet continues to serve on primarily domestic routes.

For more information on JAL's environmental programs: www.jal.com/en/environment/

About Japan Airlines

The JAL Group, Asia's largest airline group by operating revenue, serve 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 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.

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