

## 1<sup>st</sup> Anniversary of JAL Domestic First Class Celebration

- Passengers to Receive Exclusive Commemorative Gifts -

**Tokyo November 14, 2008:** This coming December, Japan Airlines (JAL) will celebrate the first anniversary of its popular domestic JAL First Class, by presenting passengers with special commemorative gifts during their flight. Throughout the month, the gifts will be given to all passengers flying in domestic JAL First Class between Haneda (Tokyo) and Itami (Osaka), the route the service was first launched on a year ago.

The airline's first class service was first introduced on the Haneda, Tokyo – Itami, Osaka route on December 1 2007. It was the first-ever domestic cabin class of its type to be introduced to Japan. This extremely popular service is now available on all flights between Haneda and Itami airports, and is also available on flights serving on two other main domestic routes: Tokyo (Haneda) – Fukuoka and Tokyo (Haneda) - Sapporo (Chitose).



Depending on the date traveled and direction of travel, passengers will receive a selection of exciting exclusive gifts during their flight. On December 1, 2008 the actual day of the anniversary all passengers traveling between Haneda and Itami will receive JAL First Class original leather goods.

From December 1 to 31, all passengers on flights in both directions will receive a specially produced domestic JAL First Class booklet (in Japanese only). On December 24 and 25 only, all passengers traveling between the two airports will also be presented with a 200ml bottle of Vranken-Pommery Monopole, Heidsieck & Co Monopole Champagne.

In addition to this, throughout the whole month passengers flying from Haneda to Itami will be given a 125g pack of 'è tricaffè JAL Special' Original Coffee from E Group, and those flying in the opposite direction will be given a 150ml bottle of 'Gokujo JAL Special' Soya Sauce from Shodo Island.

Date of Travel	Direction	Gift
Dec 1, 2008	Between Haneda & Itami	JAL First Class Original Leather Goods (not on general sale)
Dec 1 – 31, 2008		Domestic JAL First Class Booklet (not on general sale)
Dec 24- 25, 2008		Vranken-Pommery Monopole, Heidsieck & Co Monopole Champagne (200ml)*1
Dec 1 – 31, 2008	Haneda to Itami	'è tricaffè JAL Special' Original Coffee from E Group (125g)*2
	Itami to Haneda	'Gokujo JAL Special' Soya Sauce from Shodo Island (150ml)*3

### 1) 'è tricaffè JAL Special' Original Coffee from E Group

E Group was established in 1991 by three leading figures in the financial world of Italy to spread the essence of Italian food culture. The founders select only the highest quality food products to offer their discerning customers. The è tricaffè brand of coffee is used at famous hotels and restaurants, such as Hotel Grand Hyatt, New Otani, Okura, and Enoteca Pinchiorri.



### 2) 'Gokujo JAL Special' Soya Sauce from Shodo Island (150ml)

Used in international JAL First Class, Gokujō is soy sauce with an indescribable taste and body, made using koji - a culture of soy, wheat, and mold - which is twice blended and matured for another year.

### 3) Vranken-Pommery Monopole, Heidsieck & Co Monopole Champagne (200ml)

Vranken Pommery Monopole, one of the world's leading champagne and wine makers, was established in 1976 by Paul Francois Vranken. Its balanced range of products includes Champagne Pommery, Vranken's Demoiselle and Diamant Champagnes, Charles Lafitte and Heidsieck Monopole.



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## More about Domestic JAL 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.

**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.

**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.

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