

JOINT MEDIA RELEASE

## JAL and KFC Serve [AIR KENTUCKY FRIED CHICKEN] Onboard Select Flights to US and Europe

**TOKYO, November 28, 2012:** Japan Airlines (JAL) and Kentucky Fried Chicken Japan (KFC) have collaborated on the 7<sup>th</sup> installment of the popular AIR SERIES in-flight meal onboard select international JAL flights, and will be serving onboard, [AIR KENTUCKY FRIED CHICKEN] from December 1, 2012 to February 28, 2013.

During this period, customers traveling in Premium Economy and Economy Class on JAL from Narita to New York, Boston, Chicago, Los Angeles, San Diego\*, London, Paris and Frankfurt, will be served KFC's Original Recipe two-piece chicken meal during the second meal service. It includes one drumstick, one boneless chicken breast fillet, a piece of complementing flat bread made especially for AIR KENTUCKY, a cup of coleslaw and lettuce leaves. Customers can savor the same, unique taste of KFC's trade secret recipe of "11 herbs and spices" as it is, or as a sandwich by sandwiching the fresh lettuce leaves and fragrant fillet in the bread, and topping it off with special mayonnaise.



*\*Available on the San Diego route from the inaugural flight on December 2, 2012.*



JAL and KFC have created an exquisite packaging just for this tie-up. The design features JAL and the famous founder and mascot of KFC, Colonel Sanders on a special box and tray mat, unavailable anywhere else but onboard these JAL flights.

KFC is widely popular in Japan particularly during the Christmas season. This year end, JAL and KFC will bring customers a festive cheer onboard with the original [AIR KENTUCKY FRIEND CHICKEN], and will continue to offer innovative, quality services in the New Year.

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