



JAPAN AIRLINES



JOINT MEDIA RELEASE

JAL Teams Up with All About Japan to Promote Domestic Travel to Non-Japanese Speakers in Japan

Tokyo, October 21, 2016: Japan Airlines (JAL), one of the world's leading airlines, and All About, Inc., operator of Japan information site All About Japan (AAJ), have launched a joint campaign on their English homepages to boost domestic travel among non-Japanese speakers in Japan.

The joint campaign introduces the All About Japan Travel Award 2016, which will allow users on AAJ's English site to vote for their favorite AAJ articles about domestic travel in Japan. Respondents residing in Japan will have opportunities to win a pair of free JAL domestic flight tickets and other original prizes sponsored by JAL and AAJ. The aim is to inspire users to discover new, fun aspects of traveling in Japan through uniquely insightful AAJ pieces featuring domestic destinations and culture tips.

To encourage users to make further real-world discoveries and step into authentic local experiences through JAL's vast national network, JAL will also undertake a special draw to offer 10,000-yen online shopping vouchers to eight passengers who have booked and purchased eligible domestic flight tickets on its Japan region English site (www.jal.co.jp/en), and traveled from October 20, 2016 to February 28, 2017.

"The community of Japan is growing more international than ever. With the aim to be customers' most preferred airline in the world, we strive to provide the best service experience to all customers here, regardless of whether or not they speak Japanese," said Yoshiharu Ueki, President of JAL. "We are pleased to take the opportunity of this joint promotion with AAJ as the one of the approaches to this market."

"JAL is an airline representative of Japan," says All About, Inc. President & CEO Tetsuya Ebata. "We are pleased to be partnering with them via our All About Japan online platform to present the appeals of Japan, and look forward to welcoming more travelers to explore the different parts of this country."

Michael Kanert, Editor-in-Chief of All About Japan, adds, "Japan has so much more to offer beyond the principal tourist sites of Tokyo and Kyoto. We're excited to work with JAL to introduce visitors to the spectacular hidden gems that can be found throughout the country."



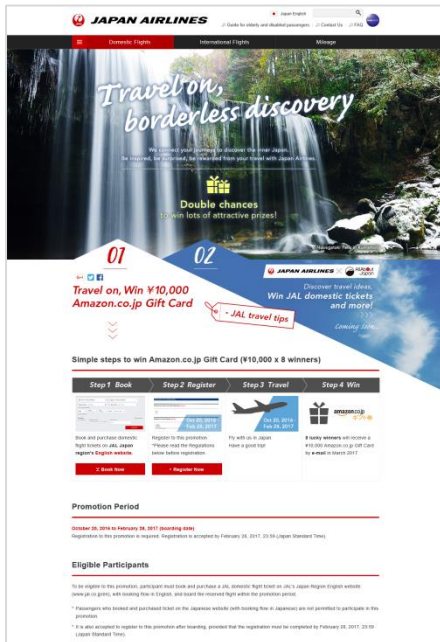
JAPAN AIRLINES



Details about the joint campaign can be found on the promotional sites below:

JAL: <http://www.jal.co.jp/en/dom/campaign/travelon/>

AAJ: <http://campaign.allabout-japan.com/en/travel-awards-2016/index.html>



About Japan Airlines

Japan Airlines (JAL) was founded in 1951 and became the first international airline in Japan. A member of the **oneworld®** alliance, the airline now reaches more than 305 airports in 51 countries and regions together with its codeshare partners with a modern fleet of more than 220 aircraft, including a broad domestic network with 141 routes reaching 59 destinations in Japan. JAL Mileage Bank (JMB), the airline's loyalty program, has reached over 30 million members worldwide. Awarded the most punctual major international airlines in 2009, 2010, 2012, 2013 and 2015, JAL is committed to providing customers with the highest levels of flight safety and supreme quality in every aspect of its service, and aims to become the most preferred airline in the world.

For more information, please visit <http://www.jal.com/en/outline/>

Follow JAL on Instagram at [@japanairlines_jal](https://www.instagram.com/japanairlines_jal)

About All About, Inc.

All About, Inc. launched its flagship AllAbout.co.jp on February 15, 2001, presenting specialist content from “Guides” with knowledge and experience spanning some 1,300 topics. AllAbout-Japan.com debuted in September 2015 as a multilingual complement to the All About’s Japanese site, offering Japan-focused content in English, simplified and traditional Chinese, Thai and Korean. Structured around a new and exciting featured theme each week, the global site draws users to Japan from angles ranging from ramen and winter sports to cosmetics and video games.

More Information:

AllAbout.co.jp: <https://allabout.co.jp/> (Japanese)

AllAbout-Japan.com: <http://allabout-japan.com/> (Multilingual)