



## JAL and MLB Sign International Partnership Agreement

JAL to Conduct “JAL MLB Tokyo Series Boarding Campaign” During MLB Tokyo Series presented by Guggenheim



Tokyo, JAPAN – Japan Airlines (JAL) has signed an international partnership agreement with Major League Baseball (MLB).

Since signing an image character contract with Hideki Matsui, who transferred to MLB in 2003, JAL has supported many Japanese Major Leaguers, including Shohei Ohtani and Masanori Yoshida. In recent years, many Japanese players have been active in MLB, and numerous Japanese baseball fans visiting the United States to watch games have flown with JAL. Moving forward, JAL will collaborate with MLB to provide opportunities for fans to enjoy MLB more closely than ever before. As the official sponsor, JAL will work to ensure that many people can enjoy the MLB Tokyo Series presented by Guggenheim, which will be the opening game of the 2025 season between the Los Angeles Dodgers and the Chicago Cubs, held from March 18 to 19, 2025. Additionally, promotions are planned in both Japan and the United States, focusing on JAL’s flight destinations. Future initiatives are eagerly anticipated.

In conjunction with this agreement, the “JAL MLB Tokyo Series Boarding Campaign” will be conducted during the target period from December 2024 to February 2025. By boarding two domestic JAL Group flights, customers will have the chance to win wonderful prizes through a lottery. Prizes include tickets to the 2025 season opening game between the Los Angeles Dodgers and the Chicago Cubs in the MLB Tokyo Series presented by Guggenheim. Travel products using JAL Group flights, such as the “JAL Dynamic Package,” are also eligible. This opportunity is encouraged for nationwide travel with JAL Group flights for year-end and New Year trips and homecoming visits.



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### About Major League Baseball (MLB)

Major League Baseball (MLB) is the premier professional baseball organization, consisting of 30 member clubs located in the United States and Canada. It is the oldest professional sports league in the United States. Led by Commissioner Robert D. Manfred Jr., MLB continues to uphold the significant role of sports in society across



various regions, including the United States and Canada. The league is committed to fulfilling its social responsibilities and expanding the business, marketing, and community engagement of baseball globally. MLB currently achieves unparalleled competitive balance and continues to expand its global reach to fans worldwide through broadcasts and content. Last season, MLB set new records for game viewership and viewing hours on MLB.TV. With the ongoing success of MLB Network and MLB digital platforms, MLB continues to take on new challenges to ensure that baseball, America's national pastime, can be enjoyed by fans around the world. (For more detailed information about Major League Baseball, please visit: [www.MLB.com](http://www.MLB.com))

### Overview of the “JAL MLB Tokyo Series Boarding Campaign”

Boarding period : For flights from Friday, December 13, 2024, to Monday, February 17, 2025.

Application period : For JAL Mileage Bank (JMB) members.

From 10:00 AM on Friday, December 13, 2024, to 11:59 PM on Monday, February 24, 2025.

For those who are not JAL Mileage Bank (JMB) members.

From 10:00 AM on Friday, December 20, 2024, to 11:59 PM on Monday, February 24, 2025.

\*Applications can be made starting 5 days after your flight.

Eligible customers : Those who have taken two flights on eligible routes and eligible flights with eligible fares.

Applicable routes and flights: All domestic routes and flights of the JAL Group

\*Code-share flights with Jetstar Japan and flights operated by SPRING JAPAN are excluded.

Applicable fares : All fares eligible for JAL Group domestic flight mileage accumulation, excluding promotional fares

(Including individual inclusive tour fares and group tour discount fares applicable to package tours, etc.)

\*Promotional fares, mileage program award tickets (tickets exchanged for miles), infant tickets (under 3 years old), and domestic segments of international tickets are excluded.

Prizes:

Prize A: Opening game tickets

A-1: March 18, 2025, Los Angeles Dodgers vs Chicago Cubs – 50 pairs (100 people)

A-2: March 19, 2025, Los Angeles Dodgers vs Chicago Cubs – 50 pairs (100 people)

Prize B: Preseason game tickets

B-1: March 15, 2025, Chicago Cubs vs Hanshin Tigers – 50 pairs (100 people)

B-2: March 15, 2025, Los Angeles Dodgers vs Yomiuri Giants – 50 pairs (100 people)

B-3: March 16, 2025, Los Angeles Dodgers vs Hanshin Tigers – 50 pairs (100 people)

B-4: March 16, 2025, Chicago Cubs vs Yomiuri Giants – 50 pairs (100 people)

Prize C: Shohei Ohtani autographed merchandise – 2 winners

Prize D: Round-trip domestic flight tickets with the JAL Group (\*1) – 10 winners

(\*1) The validity period of the tickets is from Tuesday, April 1, 2025, to Tuesday, September 30, 2025.

There are limitations on the boarding period, routes, flights, and number of seats. For more details and other conditions, please check the campaign's dedicated website.

[Campaign Dedicated Website]

For details on how to apply and more information about the campaign, please check the campaign's dedicated website below.

URL : <https://www.jal.co.jp/jp/ja/campaign/mlb/dom/mlbtokyoseries/> (Japanese only.)