

JAL & Lawson Launch “JMB Lawson Pass Visa Card”

Tokyo, Wednesday January 25, 2006: Japan Airlines Group and Lawson, a Japanese convenience store chain, have agreed to join hands and issue a joint credit card to improve customer service and create new demand. Customers of JAL and Lawson will be able to enjoy the merits of exchanging JAL miles and Lawson shopping points. Applications for the new card can be made from this March and service will start April.



This new card will be available to residents of Japan only. Application forms, when available, will be in Japanese.

The new credit card “JMB Lawson Pass Visa Card” is actually a combination of the “Lawson Pass Visa Card”, a shopping point card plus credit card issued by Lawson, with the function of a JAL Mileage Bank (JMB) member card. JMB is the JAL Group’s frequent flyer mileage earning program.

The “JMB Lawson Pass Visa Card” will enable cardholders to use JAL’s IC service, in which IC cards can be used for domestic flight check-in and to purchase goods and services at airport shops and restaurants, JAL hotels and JAL Group retail travel outlets. JMB members will be able to exchange JAL miles for Lawson points. Up to twice a year, holders of the new card will be able to exchange 10,000 miles for 10,000 Lawson points, which can be used to shop at about 8,200 Lawson stores throughout Japan, or receive awards. Two Lawson points can be used as 1 JAL mile to exchange for JAL Group flight coupons or other awards.

JAL and Lawson are considering joint promotions, utilizing the strengths of the two companies to draw customers. Lawson stores have seven million users a day and JAL has the largest airline network in Japan, carrying an average of 122,000 domestic passengers a day. The two companies will seek to improve customer convenience through the improvement of card services, partnership in selling tours and business cooperation in China.



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For further information, JMB members in Japan Region should contact the JAL Mileage Bank Center:
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