

## JAL Starts Introducing Premium Economy Class on International Routes

- Available first on London - Tokyo route (JL401/402) from December 1, 2007 -

**Tokyo October 10, 2007:** Japan Airlines (JAL) will start introducing JAL Premium Economy - a premium economy class cabin - on international routes, starting with the airline's daily flight between London and Tokyo from December 1 2007. During 2008, JAL Premium Economy will be introduced onto the airline's Frankfurt - Tokyo and Paris - Tokyo routes, followed by the expansion of the new service onto US and other Europe routes.

Responding to customer feedback for a higher degree of comfort than in normal economy class, JAL has decided to introduce JAL Premium Economy onboard its aircraft. JAL Premium Economy will be JAL's fourth class of cabin service. The airline currently offers JAL First Class, JAL Executive Class Season - the airline's business class - and JAL Economy Class.



Offering the ultimate in in-flight comfort, JAL Premium Economy will be located in its own exclusive cabin area and will feature the new JAL Sky Shell Seat, the world's first shell-shaped seat in premium economy class. Seats will be arranged in a 2-4-2 configuration on B777 aircraft. A total of 44 seats will be available on routes JAL operates B777-300ER which includes the London-Tokyo route. When the service is introduced on routes with B777-200ER aircraft, a total of 40 seats will be available. The customer-friendly principles of Universal Design have been applied throughout the new cabin.



Using as inspiration the JAL Shell Flat Seat - JAL's award-winning seat in business class - the JAL Sky Shell Seat with a 120 degree angle of recline, a 48cm (18.9 inch) seat width, and a 97cm (38 inch) seat pitch, will have 20% more legroom than available in economy class. The clever shell-shaped sliding seat-back design of the JAL Sky Shell Seat will ensure that passengers' private space is maintained throughout the flight, undisturbed even when the seat in front is reclined. For added comfort, this ergonomically designed seat comes fitted with a footrest and headrest.

Every seat will have its own power outlet suitable for personal computers, and a seat tray that can easily accommodate a fully opened A-4 sized laptop. Amenities provided in JAL Premium Economy will be the same as those supplied in business class: ear plugs, an eye mask, toothbrush set, moisturizing mask, slippers and large-sized blankets and pillows.

Noise-cancelling headphones, which significantly reduce unwanted background noise, will be provided to every passenger in JAL Premium Economy, enabling them to fully enjoy in-flight programming with the highest quality of sound. Passengers will be able to enjoy the latest movies, music and games on their own personal 9-inch TV screen, using JAL's state-of-the-art audio-visual-on-demand (AVOD) in-flight entertainment system. AVOD gives passengers the freedom to start, stop, fast forward or rewind programs of their choice.



In addition to the great selection of food and drinks normally available on JAL's economy class menu, passengers in JAL Premium Economy will also be served other refreshments and snacks such as champagne, instant noodles and ice cream during their journey.

JAL Premium Economy passengers will be able to use dedicated check-in counters at Narita airport, and JAL Executive Class counters at overseas airports. They will also be able to relax prior to the departure of their flight departure in the comfort of the JAL Sakura Lounge, including the recently redesigned and refurbished Sakura



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Lounge at Narita with its buffet-style hot meal service, stylish bar-counter, resident professional masseuse, and shower rooms.

Furthermore, JAL Premium Economy Class passengers will also be able to take advantage of the JAL Priority Baggage Service, and the JAL Flight Caddie Service.

Tickets for the new service available between London and Tokyo go on sale from October 11, 2007.

JAL is also planning to introduce new seats in First and Executive class (business class) on international routes in FY2008.

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