



**FEBRUARY 2, 2004 – JAL GROUP COMMEMORATES
50 YEARS OF INTERNATIONAL SERVICE WITH SPECIAL CHARTER**

Tokyo January 21: On February 2, 2004, 50 years to the day of the first Japan Airlines' international scheduled flight, a special JAL 747-400 charter flight carrying a group of some 250 JAL retirees, members of the airline's frequent flyer programme and media guests will leave Tokyo's Haneda at 11:30 p.m. for Honolulu to commemorate JAL's entry to the skies of the world.

JAL's first international scheduled flight was on February 2, 1954 when a Japan Airlines' Douglas DC-6B four engine propeller-powered airliner took off from Haneda for San Francisco via Wake Island and Honolulu.

JAL will decorate the charter aircraft with a special life-size DC6B 32.5 meter long decal on the 70.7 meter long 747 fuselage, showing the difference in size between the 1950's 36-seat propeller driven aircraft and the 393-seat wide-bodied jet.

Cabin crew on the charter flight will wear 1954 uniforms and the passengers will get certificates for crossing the International Dateline as well as gifts of replicas of the original 1950's style flight bag.

SPECIAL INVITATION FLIGHT FOR HAWAIIAN SENIORS – AND RETRO-TIME ON HAWAII, SAN FRANCISCO ROUTES

With the support of the state government of Hawaii, after arrival in Honolulu, the aircraft will make a special flight over the Hawaiian islands for 300 invited Hawaiian residents, mostly senior citizens - to commemorate JAL's 50 years of flying to the island state.

Also, in commemoration of the opening of international flights JAL cabin services on the San Francisco and Hawaii routes from February 1st will feature replicas of the original 1954 JAL menu card and give-away postcards featuring the legendary Douglas DC6B aircraft that pioneered the routes for JAL.

In-flight entertainment programming on the San Francisco and Hawaii routes will also feature a Hawaiian music channel and Hawaii-related video programming. Full details of the content will be shown on the airline's web site from January 21.

JAL '50th Anniversary JAL Feel New Hawaii" Campaign.

The February 2 charter flight is the starting signal for a new 13-month JAL Group campaign in Japan to stimulate tourism to Hawaii. From April 1st 2004 through to March 31 2005, the airline will promote a "50th Anniversary JAL Feel New Hawaii" campaign, with special focus on individual travelers, and couples over 50 years old.

As part of that campaign, from April through September this year all passengers on JAL's Japan-Hawaii flights will receive a specially produced "JAL Feel New Hawaii Guidebook", featuring discount coupons for dining, sightseeing and shopping.

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