



Presenting JAL CAFÉ LINES Onboard All International and Domestic Flights

Tokyo, August 24, 2011: Japan Airlines (JAL) announced today, the introduction of a new in-flight beverage service JAL CAFÉ LINES, starting September 1, 2011.



In seeking to provide the best coffee onboard for its valued customers, JAL consulted with coffee connoisseurs to establish a way of serving up cups of excellent coffee in in-flight cabin conditions which requires good preparation and timing, thus leading to the creation of JAL CAFÉ LINES.

Customers flying onboard all JAL Group flights will be offered the exclusive line of high-quality coffee created especially for the premium service carrier by world-class Coffee Hunter Mr. Jose Yoshiaki Kawashima in collaboration with coffee roasting expert Mr. Tomohiro Ishiwaki. The first-rate beverage will be offered at no charge to customers in every cabin class onboard all international and domestic flights starting this fall.

Earlier in 2009, for a one-month trial period in September, JAL offered as part of its domestic first class cabin service, the Grand Cru Café - a special lineup of coffee from Mr. Kawashima's careful selection of coffee farms and tress throughout the world which were also made under the strictest quality control in cultivation, processing and selection, raising the number of First Class passengers that September by more than 2 digits compared to the month before. JAL estimates it will serve up to 10 million cups onboard its domestic flights and 5 million cups internationally of JAL CAFÉ LINES in a year.

For a period of two weeks from August 25, 2011, the original JAL CAFÉ LINES coffee will be available on promotion at the WIRED CAFÉ NEWS at Nihonbashi Mitsu Tower, with prices ranging from 450 yen for a cup of hot JAL CAFÉ LINES coffee to 1,200 yen for hot JAL CAFÉ LINES First Class coffee.

Coffee beans used for JAL CAFÉ LINES Lineup

International First Class - Finca Selva Negra (El Salvador)

International Executive Class - Bourbon Special (El Salvador)

International Premium Economy and Economy Class - Regular 100% Rainforest Alliance Certified Arabica Coffee

Domestic Class J and Economy Class - Freeze-dried 100% Rainforest Alliance Certified Arabica Coffee

Hawaii Routes (All Classes) - Maui-produced Mocha Coffee

Domestic (All Classes) - JAL CAFÉ LINES Iced Coffee* - 100% Rainforest Alliance Certified Arabica Coffee

* Period available: July 21 to end of September 2011



About Mr. Yoshiaki Kawashima

Born to a family that roasted and distributed coffee in Shizuoka, Japan, Yoshiaki Kawashima enrolled in La Universidad Central de Jose Simeon Canas in El Salvador, where he later also did his residency at the El Salvador National Coffee Institute to learn the more agricultural aspects of coffee. In 1981 Jose started working for USS Ueshima Coffee Company, Ltd. in Japan, during which he worked on projects covering such species as Jamaica Blue Mountain, Hawaii Kona, and Sumatra Mandheling. He is an active advocate for the protection and preservation of Madagascar's Mascaro coffee and also involved with the development of naturally low-caffeine coffee. In addition he helped restore Bourbon and Pointu coffees in the Reunion Island. In 2007, after his tenure at USS Ueshima, he became an Executive Operating Officer and General Manager of Agri-Research Division and in 2008 founded Mi Cafeto Co., Ltd of which he is now president.

About Japan Airlines

Japan Airlines (JAL), awarded the most punctual major global airline in 2009 and 2010, is a member of the **oneworld**® Alliance and has a global network reaching more than 225 airports in 38 countries and regions together with its codeshare partners. Domestically, the airline covers more than 50 airports throughout Japan. JAL operates some 22,000 international and domestic flights a month, and its fleet of some 200 aircraft includes Boeing 777s, 767s, 737-800s, and Brazilian-made regional jets, Embraer E170. JAL is scheduled to receive its first state-of-the-art Boeing 787 Dreamliner at the end of 2011. Japan Airlines' frequent flyer program, JAL Mileage Bank (JMB), is one of the world's largest loyalty programs, with over 20 million members worldwide today.

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