



## ***JAL SKY NEXT Wins “GOOD DESIGN Best 100” and New Seat for Domestic Economy Class and Renewal Sakura Lounge Receive GOOD DESIGN AWARDS 2014***

**TOKYO October 1, 2014:** Japan Airlines (JAL) today won “GOOD DESIGN Best 100” for JAL SKY NEXT, the revamped Boeing 777-200 on select domestic routes. Additionally, the airline received two GOOD DESIGN AWARDS this year for new economy class seat in JAL SKY NEXT and the renewal Sakura Lounge at Tokyo (Haneda) Airport’s International Terminal respectively.

JAL has been launching a project to introduce new products and services each month since June 2014, under the banner “Embrace new Challenges JAL.” It is a great honor for JAL to be awarded three GOOD DESIGN AWARDS for 2014, which will further encourage the airline to develop more new and innovative products and services.



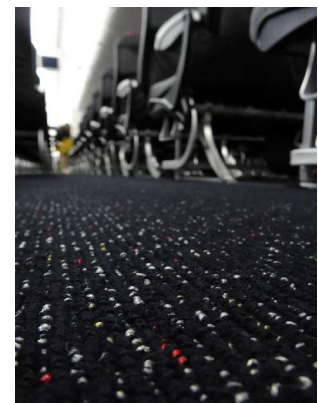
### **1. JAL SKY NEXT wins “GOOD DESIGN Best 100”\*(1)**

The revamped aircraft delivers new values in relaxation and convenience under the theme of “A standard that’s a step ahead,” with a refreshing interior highlights real leather seat fitted in all cabin classes, slimmer economy class seat and the soft light of LED illumination as well. Furthermore, JAL SKY Wi-Fi, and new entertainment service with JAL SKY NEXT provide customers with more comfortable in-flight experience.



**GOOD DESIGN AWARD 2014**

**BEST 100**



Note:

(1). Good Design Award is a comprehensive and annual program for the evaluation and commendation of design, organized by Japan Institute of Design Promotion (JDP). Its origin was “Good Design Selection System” established in 1957 by Ministry of International Trade and Industry. Since then, it has been given to approximately 40,000 outstanding designs for more than 55 years.

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## 2. New Seat in Domestic Economy Class Selected for GOOD DESIGN AWARD 2014

Soft real leather seating was introduced in domestic economy class.

Moreover, new seats have been slimmed down to increase leg room,

providing unprecedented habitability and sitting comfort. Evolving towards economy class gives a new vitality to business.



## 3. Renewal Sakura Lounge at Haneda's International Terminal Receives GOOD DESIGN AWARD 2014

JAL opened its revamped Sakura Lounge at Haneda Airport's International Terminal this spring. The New Sakura Lounge delivers



“Tradition,” “Innovation” and “Heart of Japan” to our customers. The lounge redesign is based on the concept of “Modern Japanese Style” with elements such as latticework, *sakura* cherry blossom motifs. Under the theme of “Room to Room,” the new Sakura Lounge provides a spacious environment and delivers peace of mind to customers.



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