

# Expanding the Airport Shop Business

The **JALUX** “Blue Sky” airport shops are providing diverse products and services to the airport users, especially the original “Soraben” and sweets but also local souvenirs, miscellaneous goods, cafes, and restaurants.

Business scale expanded due to the branches at new airports, and net sales in the current period reached 21 billion yen from the opening of 95 shops at 25 airports throughout Japan.

In the future, too, we will work to enhance convenience for the customer and expand products and services. We are looking forward to your patronage.

**JALUX** gift certificates for shareholders are valid for **BLUE SKY** shops.

## JALUX Gift Certificates

**JALUX** will present shareholders possessing 100 shares or above with **JALUX** product gift certificates twice a year, as of September 30 and March 31, according to the following formula:

- Between 100 and 499 shares: 2 certificates (4 per year)
- Between 500 and 1,999 shares: 4 certificates (8 per year)
- Between 2,000 and 3,999 shares: 7 certificates (14 per year)
- Between 4,000 and 5,999 shares: 10 certificates (20 per year)
- Between 6,000 and 9,999 shares: 12 certificates (24 per year)
- 10,000 shares or above: 14 certificates (28 per year)

### ◆ About the gift certificates

**JALUX** gift certificates are valued at 1,000 yen each and are valid for one year. They can be used with **JALUX** mail order catalogs or at airport shops. Please note the following:

- \* These certificates cannot be used in combination with discount coupons.
- \* Change cannot be given when paying with gift certificates only.
- \* Gift certificates are not valid for Internet mail order, JAL-DFS shops, JAL in-flight sales, or JAL PLAZA.

### ◆ Where to use the gift certificates

Mail-order catalogs

JAL World Shopping Club

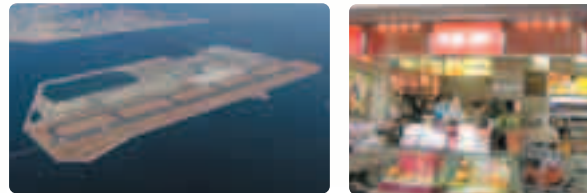
Shops at airports throughout Japan

BLUE SKY

Before using your certificates, please be aware that the gift certificate system (including the number and the location of shops) may be made to the system due to a number of factors.

## Shop at Kobe Airport

In February 2006, one shop opened together with Marine Air airport at Kobe, which is set to become the new gateway to Kobe. Nine shops are now operating in the Kansai district, including the established shops at Osaka (Itami) and Kansai Airport. We anticipate increased yields from stimulation of demand alongside enhanced convenience.



## Shops at New Chitose Airport

At the New Chitose Airport shop, five new shops were transferred to **JALUX** in April 2006, bringing the total number of shops in operation to twelve. We anticipate increased profit and revenue as a result of factors such as introducing **JALUX**'s best-selling products in the new shops and improving operating efficiency.



## JALUX airport shop network



## Shop at Kitakyushu Airport

In March 2006, one shop opened together with Kitakyushu's new, offshore, maritime airport. Increased yield is anticipated in the future from such factors as expansion in demand.



## Shops at Haneda (Tokyo) Airport

Restructuring of the terminal in December 2004 reduced the operating efficiency of the shops, but we aim to increase profits by enhancing profitability from the perspective of internationalization in 2009.

## Shops at Narita Airport

In order to enhance customer convenience, one new shop opened to sell goods, food, and drink in the airline lounge, bringing the total number of shops in operation to twelve.

## Haruka's Sunflower

On the morning of the January 17, 1995, earthquake, an 11-year old girl called Haruka lost her life under the rubble of her house. In the summer of that year, a large sunflower bloomed in the ruins of the destroyed house.

Haruka's older sister, Itsuka Kato, transplanted the seeds from the rubble. She went on to become a member of the non-profit organization, “Hanshin-Awaji Network for Disaster Survivors (HANDS)” give lectures about the earthquake, and distribute seeds, increasing the number of sunflowers.

Upon learning that “Haruka's sunflower” was a symbol of revival, Itsuka has continued her activities to communicate the importance of life and the importance of mutual support through her memory of the earthquake.

Learning the meaning of this from a TV program, the Blue Sky staff wanted to help the people of Kobe who had experienced the earthquake, and proposed cooperating with volunteer activities.

At the time of opening Kobe Airport, Blue Sky staff gained the cooperation of “HANDS” and client companies, and distributed “Haruka's sunflower” seeds. They received a favorable reaction from every quarter.

This distribution has been reported in the mass media, and a later development was that shops nationwide distributed seeds to 100,000 customers. We also received great cooperation from everyone for fund-raising activities.

Once again, thank you for your cooperation.

Based on the corporate philosophy of “Contributing to Tomorrow,” **JALUX** will continue to deliver greater value to individuals and the community.

