

ANA to Start “ANA My Choice”

~ Offering customers a wide variety of services and products for purchase ~

Tokyo, October 30, 2009 All Nippon Airways Co., Ltd. (headquarters: Minato-ku, Tokyo; President: Shinichiro Ito; hereinafter “ANA”) will launch “ANA My Choice” service, starting from December 1, 2009, offering passengers new purchase options such as airport lounge access and meal selection from flight classes other than their own, on both international and domestic flights. By providing a new menu of additional useful and convenient services on the ground and in the air, ANA will be able to continue meeting and exceeding a wide variety of its customers’ needs.

The first round of services will start on December 1, 2009, on the international and domestic flights listed below with the following new services. Passengers will be able to choose and pay according to their specific needs.

~ Lounge Services ~

All passengers on international flights from Narita Airport and domestic flights from Haneda Airport will be able to enjoy a designated period of time in ANA’s airport lounges.

· Lounge service availability / passenger eligibility

Passengers departing on ANA group flights at the times shown below are eligible for the service. (*service starts from December 2 *excludes participants in certain ticket fares)

Haneda Airport Domestic Flights: Passengers on flights departing at or prior to 18:00

Narita Airport International Flights: Passengers on flights departing at or after 12:00

· Usage Fee: 5,000 yen

***Special introductory price of 4,000 yen is available until the end of January**

· How to apply

An application to use the lounge must be made by telephone or via the Internet. Detailed instructions will be posted on ANA’s website during November.

~ In-flight Services ~

Business Class wines and *shochu* for Premium Economy and Economy Class passengers

Specially selected wines and *shochu* currently served to Business Class passengers on international flights will be sold, together with snacks, to passengers in Economy and Premium Economy class. Every year, ANA spends more than six months carefully assessing and selecting a new lineup of wines, which are served in proper wineglasses for a more enjoyable, elegant experience. *Shochu* will also be available, either straight or on the rocks, to suit passengers’ specific tastes. (*available brands of wine and *shochu* will depend on the route and season)

- Available Routes: All international routes
(*excluding certain routes that do not have a Business Class service)

- Retail price: 1,000 yen per glass

***Special introductory price of 800 yen up until the end of January**



Wines



“KAWAGOE” shochu for flights on Europe and USA



“KAEDA” shochu for Singapore, Bangkok, Ho Chi Minh City, and Honolulu



Example of snacks: ANA's original Cheese Pepper

~ In-flight Services ~

Business Class Light Meals For Passengers on Medium-Haul International Flights

ANA will begin purchase-option for Business Class light meals on flights to Singapore, Bangkok, Ho Chi Minh City, Mumbai and Honolulu. (*This is a service already started on flights to Europe and North America)

- Available Routes, Classes, Menus and Price

For Flights from Narita to Singapore, Bangkok, Ho Chi Minh City and Mumbai

“*Nama-type Udon*” (fresh *udon* noodles): 700 yen

***Special introductory price of 500 yen up until the end of January**

For Flights from Narita to Honolulu

ANA Original Instant Noodles, “*Tobikkiri Oudon*” and “*Tobikkiri Ramen*”: 500 yen

***Special introductory price of 300 yen up until the end of January**



“Nama-type Udon”



“Tobikkiri Oudon” and “Tobikkiri Ramen”

Furthermore, ANA will continue to introduce more “ANA My Choice” services from 2010 and beyond. ANA hopes to continue providing passengers with highly comfortable, convenient and customizable flights, meeting and surpassing all their requests, and consistently exceeding their expectations in our own special ANA way.

Contact

ANA Public Relations

TEL: +81-(0)3-6735-1111

e-mail: m.tezuka@ana.co.jp