



# Raising Environmental Awareness in 2009

## Open and Transparent Eco-Friendly Activities

We launched our e-flight 2009 throughout October on our Haneda-Sapporo, Haneda-Okinawa, and Narita-Singapore routes. In addition to on-board items, we pursued eco-friendly initiatives on the ground, in fuel reduction, and more. This pursuit was done with full transparency for passengers to see and clearly understand our environmental preservation activities.

## Key Points of e-flight 2009 Program

The following is a basic outline of e-flight 2009 activities and related points.

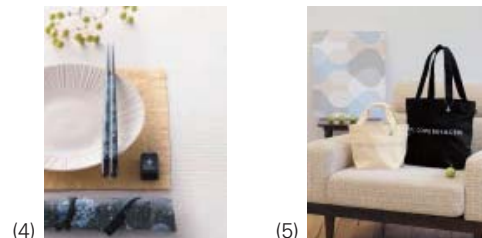
### 1. Provision of as many eco-friendly on-board items as possible

- (1) Paper napkins made from non-wood material
- (2) Biomass-based transparent plastic cups
- (3) Chopsticks made of domestic lumber from thinned-tree material



### 2. On-board introduction of eco-friendly merchandise for sale and amenities

- (4) Hyozemon My Hashi Set, Wakasa-lacquered chopsticks
- (5) Royal Copenhagen My Bag Set



### 3. Inflight recycling and resource saving made possible by passenger cooperation

- (6) Paper cup recycling
- (7) PET bottle recycling



### 4. Introduction of merchandise tie-in with other eco-first corporations.

- (8) Distribution of eco-packaged cosmetics sample in cooperation with Shiseido

