



FOR IMMEDIATE RELEASE

ANA and American Express form strategic partnership to launch co-branded credit cards in Japan

Applications for the ANA American Express® Card to be accepted starting Wednesday, October 7

Cardmembers can earn flight awards faster and receive premium travel benefits

This is American Express' first partnership with a Japanese airline

Tokyo, October 5, 2009 - All Nippon Airways Co., Ltd. (headquarters: Minato-ku, Tokyo; President: Shinichiro Ito; hereinafter "ANA") and American Express International, Inc. (Japanese branch: Suginami-ku, Tokyo; President: Robert A. Siedell; hereinafter "American Express") announced the formation of a strategic alliance to launch three co-branded credit cards – the **ANA American Express® Card**, the **ANA American Express® Gold Card** and the **ANA American Express® Super Flyers Gold Card**. This is the first time that American Express is issuing cards through a partnership with a Japanese airline. Member applications for the new cards are to be accepted starting on Wednesday, October 7.

ANA has an extensive customer base in Japan and manages the popular frequent flyer program, ANA Mileage Club (hereinafter "AMC"). American Express is a recognized global leader in travel and payment services, renowned for offering high-quality travel services and support worldwide. Through this new alliance, the two companies have combined their respective strengths to issue credit cards that offer maximum value for both travel and everyday use. By using the ANA American Express Card for a wide range of activities, from daily shopping to international travel, Cardmembers can collect points that can be transferred to AMC miles more quickly, while also enjoying a wide array of exclusive privileges and world class services.

Special campaigns to mark the launch of the ANA American Express Card, include a chance to win a pair of round-trip business class tickets to one of 16 of the world's major cities, and ANA American Express Membership Rewards 'bonus points' campaigns for new ANA American Express Cardmembers.

By leveraging their existing expertise to provide customers with increased quality and convenience, both companies aim to expand their card sales channels and customer base.

Card Designs

ANA American Express® Card

ANA American Express®
Gold Card

ANA American Express®
Super Flyers Gold Card*



*Members receiving ANA Diamond Services or ANA Diamond Advance Services, and members receiving ANA Platinum Services or ANA Platinum Advance Services, can apply for ANA Super Flyers Card membership.

Applications for ANA American Express cards

Applications for the new ANA American Express cards will be accepted from Wednesday, October 7.

Features of ANA American Express cards

Easier to collect ANA miles

Each time Cardmembers use the ANA American Express cards to make a purchase, Membership Rewards points are collected at a rate of 1 point for every 100 yen spent (with some exceptions). The points can then be transferred into ANA miles in units of 1,000 points (equivalent to 1,000 miles). To collect miles even more efficiently, ANA American Express Cardmembers receive 1.5 times the points, (2 times the points for ANA American Express Gold and ANA American Express Super Flyer Gold Cardmembers) when using the card to purchase tickets and merchandise from ANA Group, including:

- Flights purchased through ANA Sky Web, ANA Sky Mobile, ANA Domestic and International Reservations Centers, and ANA counters.
- Travel products purchased through ANA Sky Holiday, ANA Hello Tours, and ANA Sky Web Tours.
- In-flight sales onboard ANA domestic and international flights.
- Items from ANA's onboard mail-order magazine "ANA Sky Shop", "Goods Forest" catalogue and "a style" online shop.

In addition to exchanging them for ANA miles, points may also be used to redeem over 300 attractive items offered in the Membership Rewards program. Points have no expiration period*.

- * There is no expiration period for points collected with the ANA American Express Gold Card and ANA American Express Super Flyers Gold Card. In the case of the ANA American Express Card, collected points have no expiration period after payment of transfer program annual fee of 5,250 Yen.

Collect miles even faster with ANA Card Mile Plus

When customers use the ANA American Express cards to purchase applicable items at ANA Card Mile Plus merchants, they automatically accrue AMC miles in addition to the Membership Rewards points they receive. In addition, the ANA American Express Card is the only ANA card that offers the ANA Card Mile Plus benefit at overseas stores:

Paris: Alexandra Sojfer; London: Harrods, Liberty, Selfridges; Seoul: Lotte Department Store

ANA travel coupon (through September 30, 2010)

Customers who use the ANA American Express Gold Card or ANA American Express Super Flyers Gold Card to purchase ANA Group flights (domestic or international) and other travel products will receive an ANA travel coupon* worth 5,000 yen for every 1 million yen spent during the offer period.

* Only applies to purchases made at ANA Group.

Standard features of ANA cards

As with all ANA cards, the ANA American Express cards have IC (Edy) installed and offer SKiP service on ANA domestic flights. Cardmembers receive AMC miles for travel completed on ANA Group, Star Alliance, and other partner airlines, bonus miles when traveling on ANA flights, and many other ANA Card benefits and services.

American Express services

ANA American Express Cardmembers receive a full lineup of American Express premium services and travel support, including:

- Stress-Free Travel* - a service that helps ensure comfortable business and personal travel, including complimentary luggage delivery service
- American Express SELECTS™ - special offers and benefits at restaurants and hotels worldwide
- Access to 19 airport lounges in Japan and 2 overseas

* Applies only to ANA American Express Gold Card and ANA American Express Super Flyers Gold Card.

Campaigns to mark the launch of ANA American Express cards

Three exciting campaigns will mark the launch of the ANA American Express co-brand cards.

*For campaign details, access ana-amex.jp

Membership Campaign

Customers who apply to become a member and receive a card between October 7, 2009 and February 28, 2010 will receive Membership Rewards welcome bonus points. In addition, ANA American Express Cardmembers will earn double points (triple points for ANA American Express Gold Cardmembers and ANA American Express Super Flyer Gold Cardmembers) during the first three months of membership.

Edy Campaign

Customers who apply to become a member and receive a card between October 7, 2009 and April 7, 2010 will receive 1 Membership Rewards point for every 200 yen charged to Edy during the first six months of membership*.

* Cardmembers will not receive Membership Rewards points when charging Edy after the end of the campaign.

“Let’s Fly Around the World” Campaign

This campaign offers the chance to win two ANA business class return-trip tickets. The campaign is not limited to Cardmembers, but is also open to those who enter the drawing at the following website: ana-amex.jp.

Prize: Two business class return-trip tickets to one of 16 major cities around the world on an ANA direct flight

Number of winners: 16 pairs (32 people total)

Campaign period: Wednesday, September 30, 2009 to Monday, January 4, 2010

Eligibility requirements: Persons living in Japan age 20 or over

All Nippon Airways Co., Ltd.

ANA is Japan’s largest domestic carrier and the tenth largest airline in the world by passenger load, according to IATA rankings, carrying almost 50 million passengers every year to 52 destinations in Japan and 26 cities throughout Asia, Europe and the US on its fleet of 210 aircraft. ANA has won awards in all categories for its product and services and was voted Airlines of the Year for 2007 by Air Transport World Magazines. ANA joined the Star Alliance in 1999 and will celebrate its 10th year Star Alliance membership.

American Express

American Express Company is a diversified worldwide travel, financial and network services company founded in 1850. It is a world leader in charge and credit cards, Travelers Cheques, travel, financial planning, business services, insurance and international banking.

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