

## **An Open Letter from Oak Lawn Marketing in Japan to our Colleagues in the Electronic Retailing Industry - March 31<sup>st</sup>, 2011**

Dear Colleagues,

As you are aware, on Friday March 11<sup>th</sup>, at 2:46 pm, Japan experienced the largest earthquake in its recorded history with a resulting tsunami that brought unprecedented devastation to its northeastern coast. When addressing the nation regarding the severity of this disaster Japanese Prime Minister Kan stated that “This is the greatest challenge facing Japan since WWII.” We are sure that all of you like us were shocked by the amount of destruction shown on TV and the internet. There is no doubt that this is a tragedy of monumental proportions for Japan.

All of us at Oak Lawn Marketing would like to express our heartfelt sympathy to those who have been directly affected by these tragic events. We feel deep appreciation to all our friends and partners who contacted us, many within hours of the disaster, to express their concern for our safety and to offer assistance to the people of Japan.

With employees, operations and infrastructure in multiple cities across Japan, Oak Lawn Marketing was fortunate not to sustain critical damage. After implementing our Crisis and Risk Management processes, we were quickly able to confirm the safety of all 1,138 employees and their immediate families. Oak Lawn Marketing began to hold a daily company-wide meeting to ensure that the information and action plans of the OLM Emergency Task Force was communicated smoothly and quickly to all employees. Once we were able to confirm the safety of our employees and operating capacity of our infrastructure, our focus returned to operating our business at full capacity and to create a plan of action to help those in need.

Oak Lawn Marketing has long been committed to CSR activities in Japan and abroad, fostering a culture that believes it is important to give back to the communities where we do business. This culture is firmly rooted in all of our employees, and accordingly the employees of Oak Lawn Marketing on their own accord quickly created an employee fund for disaster relief. Oak Lawn Marketing then announced to its employees the establishment of the OLM Disaster Relief Fund which has been initially seeded with 150 Million Yen (US\$1.85 Million) from the company and from its senior executive shareholders.

We have decided to formally call this fund the OLM Genki Japan Fund. “Genki” in Japanese means to be healthy and energetic and we felt that this word best described what we aspire to accomplish with the fund.



[shopjapan.jp](http://shopjapan.jp)



[hillscollection.jp](http://hillscollection.jp)



[exabody.jp](http://exabody.jp)

As we have been learning, disaster response is typically broken into three stages. Stage 1: Search and Rescue - This is undertaken by professionals in the days immediately following the event; Stage 2: Provision of Shelter and Basic Necessities, and; Stage 3: Rebirth and Return to Self Reliance. We feel that Oak Lawn Marketing can make a meaningful impact by focusing our energy and resources to Stage 2 and 3 of the relief effort.

To do so Oak Lawn Marketing has joined forces with Hope International Development Agency, Japan ([HOPE-JP](#)), an NPO we have been sponsoring since 2002. Together we have teamed up with The Japan Helicopters Association and Global Medic to provide relief in the devastated areas. The OLM Genki Japan Fund has been 100% donated to HOPE-JP and working closely together we will continue to support the relief efforts of these organizations.

To ensure that our efforts are maximized and our resources reach where they will be most effective, Harry Hill along with Lowell Sheppard the Executive Director of HOPE-JP recently flew over the affected area to plan out our approach to getting aid to those in need. The intelligence we gained from going to the affected areas first hand as well as our disappointment in not being able to contribute meaningfully after the Niigata earthquake in 2004 due to bureaucratic challenges, informed us that the biggest urgent need is for logistical support to get items such as water, blankets, mattresses, diapers, baby formula, sanitary products, and medicines to the people in shelters. Often goods are in storage depots near the affected areas, but the last mile of getting these goods to the people who need them is often the most difficult. We have found several areas where basic necessities have yet to arrive and our initial focus is on supplementing the help to these areas until the government is able to take over.

Therefore we have purchased two 2 ton trucks to transport items and have established our own warehouse depot in the area. We have also been able to develop a strong network of volunteers to help collect needed items from areas in southern Japan, drivers and helicopter pilots to transport these items to established bases in the affected area and then local transport to get the goods directly to the shelters in the remote areas. This process started on March 19<sup>th</sup> and we invite you to learn more about our efforts at:

<http://www.facebook.com/OLMHOPE>

We were truly moved by the number of partners and friends who contacted us, not only to check on our well being but also asking how they could help the people of Japan. We have arranged with HOPE-JP that if you would like to support our efforts you can give to HOPE International Development Agency in the US and receive a tax deductible receipt. HOPE in the US will ensure that 100% of your contributions will go to support HOPE`s efforts in Japan.

Information needed to make an electronic transfer is:

Name of Bank: Bank of America, 1225 North Main Street, Newton, Kansas 67114

Account Name: HOPE International Development Agency Account Number: 5800081670

Domestic transfer: ABA (Routing/Transit) Number: 0260-0959-3 Int. transfer: SWIFT CODE: BOFAUS3N

**Please mark the donation for “Japan earthquake response”.**

For payment by Credit card please go to [www.hope-international.com](http://www.hope-international.com) : Write Japan earthquake response in the comment box when processing the credit card.

For payment by Check please mail to HOPE International Development Agency, United States of America Office, 55 East Monroe, 37th Floor, Chicago, IL 60603 U.S.A.

We strongly encourage you to feel confident that through the program and network we have established that 100% of your support will reach the people who need it the most, effectively and quickly. Our vision of how we plan to use remaining funds after moving to Stage 3: Rebirth and Return to Self Reliance, is similar to what we do with HOPE-JP in Cambodia, where we have been adopting entire communities. Our industry is all about before and after experiences. In Cambodia we have seen how focused effort with sufficient resources can transform lives and whole communities. Please consider joining us in what our industry does best—changing lives—as we plan to do the same in the some of the worst hit communities in the Tohoku region of Japan.

We will be taking out full page ads in the May and June ERA Electronic Retailer Magazine and for those of you who can make a financial commitment prior to April 8th we will include your company’s logo to acknowledge you as a supporter of our joint Japan disaster relief efforts. For those who make a commitment prior to May 4<sup>th</sup>, we can include your company in the June edition.

Our goal is to raise an additional US\$1 Million. If you would like more information or are able to make a contribution please contact [scott\\_reid@oaklawn.co.jp](mailto:scott_reid@oaklawn.co.jp)

Thank you for your consideration and concern for the people of Japan. Please share the information above with others in our industry who you feel would like to help.

Sincerely,



Harry A. Hill  
President & CEO



Robert W. Roche  
Chairman & Co-Founder



Tadashi Nakamura  
Co-Founder



Scott F. Reid  
Operating Officer