

### ***Shop Japan's Billy's BootCamp awarded the 2007 Shogakukan DIME Trend Award***

**NAGOYA, Japan** – November 30<sup>th</sup>, 2007. Oak Lawn Marketing, Inc. (Nagoya, Japan), a DRTV marketing corporation based in central Japan, has disclosed that as of the end of November 2007, Mr. Billy Blanks, the instructor in the DVD series *Billy's BootCamp*, has won the 20<sup>th</sup> Shogakukan DIME Trend Award in the Hobby & Leisure Category.

Oak Lawn Marketing commits to contributing to the development of society and the maintenance of good health in our "PCT Credo." Based on this credo, Oak Lawn Marketing strives to provide new exercise products and services to enrich and enhance our customer's lifestyles.

**Shogakukan DIME Trend Award** - the Shogakukan DIME Trend Award is bestowed in a wide range of genre from business to entertainment for remarkable, visionary, and hit products which mirror the trend of the year.

**About Oak Lawn Marketing** - Oak Lawn Marketing, Inc. is a branding and media company headquartered in Nagoya, Japan with global operations in Europe, China and the United States. OLM is the largest infomercial company in Japan and its strategy for growth is encompassed by its focus on 'Four Converging Circles of Success - Media, Product, Brand and Entertainment'. Currently the company has over 750 employees in Japan with offices in Nagoya, Tokyo, Osaka and Sapporo.

**About GAIAM** - Gaiam, Inc. (Nasdaq:GAIA) is a lifestyle-media company catering to people who value personal development, natural health, environmental responsibility and inspirational media. Gaiam has earned its place as the market leader with award-winning mind-body health programs, the highest-quality certified 100% organic cotton furnishings and apparel, renewable energy solutions and more.

<p>For further information, please contact PR, Corporate Planning Section, Oak Lawn Marketing TEL: +81-52-308-5826</p>
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