



March 31, 2008
OAK LAWN MARKETING, INC

**Oak Lawn Marketing Starts Broadcasting
New Brand “Daily Shopping Network”
- Introducing cross-category products on live TV -**

As of April 1, Oak Lawn Marketing, Inc. (hereafter OLM; President, Harry A. Hill and headquartered in Nagoya, Aichi) which administers Shop Japan starts broadcasting a new TV shopping brand “Daily Shopping Network” via BS-i, with the future goal of undertaking live broadcasting.

OLM has mainly focused on infomercial TV shopping business by introducing overseas products to the Japanese market. However, due to diversified customers needs in recent years, there is an increasing need to establish a new brand in addition to OLM’s existing three brands (exabody, Shop Japan, and Hill’s Collection). Broadcasting programs by the new brand, which aims to undertaking live broadcasting in the future, enables customers to access products from various categories.

The “Daily Shopping Network” offers a wide variety of Japanese products from fashion, jewelry, cosmetics, food among other categories. In the program, a navigator (host) will explain usage and benefits of products being introduced with a guest who has in-depth knowledge of the products.

Product categories covered by the Daily Shopping Network:

- (1) Jewelry (2) Fashion and accessories (3) Beauty and cosmetics (4) Health and fitness
- (5) Home and interior (6) Hobby and leisure (7) Food (8) Home appliances

For further information, please contact the PR section at Oak Lawn Marketing, Inc.

TEL: +81-3-6746-0324

FAX: +81-3-6274-5224