

December 28, 2010

Launching “DCMX®”: A DOCOMO Point Affiliated Shop Service

Effective as of January 1, 2011 Oak Lawn Marketing, Inc. (OLM) (President, Harry A. Hill and headquartered in Nagoya, Aichi) which administers three shopping brands, Shop Japan, Hill's Collection, and exabody, has launched a new credit service, “DCMX®” DOCOMO Point Affiliated Shop, provided by NTT DOCOMO Inc. (hereafter NTT DOCOMO). This service will apply to all three OLM brands.

The DOCOMO Point Affiliate Shop is a service that automatically gives customers 1 point per ¥200 purchase through regular use of DCMX®, in addition this service will extend “DOCOMO points” based on the amount a customer uses. And when customers use DCMX® to make payments for Shop Japan, Hill's Collection and exabody products purchased through OLM's Call Center, computer websites, mobile website they will become applicable for the DOCOMO Point Affiliated Shop service. For each ¥200 purchase of OLM products a customer makes they will receive 11 DOCOMO points (including the usual 1 point) for a total of 11 times the usual amount.



*DCMX, DCMX GOLD are credit services provided by NTT DOCOMO.

*DCMX is DOCOMO's registered trademark.

To commemorate the launching of the DOCOMO Point Affiliate Shop service, Shop Japan and exabody will each hold a “debut campaign” which shall run for two months starting from January, and then from March Hill's Collection will also participate in this campaign. During the campaign period on top of each point given, 17 times the normal points given for purchase of OLM products will be added (17 points for each ¥200 purchase) to further increase customer's shopping enjoyment.

OLM will continue to strive to provide contents that satisfy individual customer's needs and to support lifestyle enrichment for each and every customer.

【DCMX® Docomo Point Affiliated Shop】

■ Service Name

“ShopJapan, Hills Collection, exabody” DCMX® Docomo Point Affiliated Shop

■ Service Launch

January 1, 2011(Saturday)

■ Usage

Free of charge

*Separate registration is necessary to use DCMX®.

■ Service Outline

When customers purchase Shop Japan, Hill's Collection or exabody products via phone, computer or mobile sites and when they utilize NTT DOCOMO's credit service DCMX®, they will receive points from the DOCOMO Point Affiliated Shop service.

■ Launch Campaign

During the campaign period on top of each point given (regularly 5%, 10 points for each ¥200 purchase of OLM products) a special percentage will be added for a total of 8% (16 points for each ¥200 purchase)

*In addition to the above special benefit, customers are granted regular DCMX® points (1 point for each ¥200 payment).

- Shop Japan and exabody: January to the end of February
- Hill's Collection: March to the end of April (planned)

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

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