

December 9, 2010
OAK LAWN MARKETING, INC

Oak Lawn Marketing launches a content delivery service “LE CAFE” on mixi mobile application

Effective as of 9 December 2010, Oak Lawn Marketing, Inc. (OLM) (President, Harry A. Hill and headquartered in Nagoya, Aichi) administering three shopping brands, Shop Japan, Hill’s Collection, and exabody, launches a new mobile application service called “LE CAFE” on SNS “mixi” provided by mixi, Inc.

The mixi mobile application “LE CAFE” is an entertainment website targeting women. The concept of LE CAFE is to offer a “relaxing space for users to casually visit anytime”.

LE CAFE offers enjoyable contents such as video, deco-mail, fortune-telling, and beauty columns to users free of charge. Every time a user views contents, they are given points which allows them to enter a prize competition that offers 30 different products each month.

Linked to OLM’s brand EC sites, Shop Japan, Hill’s Collection and exabody, LE CAFE adopts a user participation system to enhance its social commerce platform with the ultimate goal of supporting information exchange among users and to increase customer satisfaction.

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

【Image of “LE CAFE”】



【Service Outline】

LE CAFE is a user-participation community site established based on the concept of café-like “relaxing space for users to casually visit anytime”.

■ Service name: LE CAFE

■ Service release: December 9, 2010

■ Platform: mixi mobile application

■ Service charge: Free

* Mobile phone communication charges are required separately.

* To use this service, users are recommended to subscribe to a fixed-rate packet service plan.

■ Service contents

Users can use the contents (such as prize competition, deco-mail, fortune-telling, beauty columns and cartoons) free of charge and enter a monthly prize competition using points granted.

■ How to access LE CAFE

Mixi members:

Please use the following URL or QR code.

<http://ma.mixi.net/25992/>



Non-mix members:

Please use the following URL or QR code.

<http://lecafe.jp/>



【Site Image of “LE CAFE”】



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