

January 19, 2011

Oak Lawn Marketing's Launches Dispatch of "Core Rhythms" via "Bee TV"

Oak Lawn Marketing, Inc. (hereafter OLM; President, Harry A. Hill and headquartered in Nagoya, Aichi) which administers three shopping brands, Shop Japan, Hill's Collection, and exabody, is pleased to announce that exabody's "Core Rhythms" will be start airing from February 1 on "BeeTV", a paid membership service of Avex Broadcasting & Communications Inc. (President, Ryuhei Chiba and headquartered in Minato Ward, Tokyo). This will be the first time that Core Rhythms is dispatched in this format on mobile phones.

In order to run Core Rhythms, sold through the exabody brand, on BeeTV the exercise DVD underwent special editing to be formatted into a 2-minute program, which will be aired 7 times in total. Additionally, based on the concept of a "Portable mobile gym" DVD exercise programs that run from 20 to 40 minutes have been broken up into 7 different programs focusing on waist, back, leg exercises, among others in simple formats that can be utilized via mobile phones.

OLM aims to increase exabody's brand recognition by offering customers attractive contents like the hit product Core Rhythms, which has sold over 3 million copies in Japan, through its cooperation with BeeTV which offers over 1.5 million customers a wide selection of broadcasting services through mobile phones – such as dramas, music variety shows among others.

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



[Screen image of BeeTV & Core Rhythms]

Overview of Program

Based on the concept of a “Portable mobile gym” a portion of exabody’s Core Rhythms DVD footage has been edited into formats to be aired on BeeTV as special programs on BeeTV focusing on women.

Program name: Core Rhythms: Flat stomach diet program

Broadcasting launch: Tuesday, February 1, 2011

Program contents:

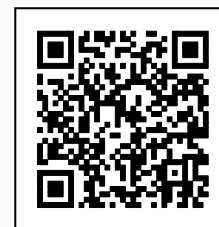
A portion of footage from exabody’s exercise DVD Core Rhythms Basic Program and Core Rhythms Kick Start Guide have been edited into 2 minute programs to be aired on BeeTV 7 times.

Access: (Only accessible through NTT Docomo mobile phones)

Customers who have contracts with iChannel: iChannel > BeeTV

All other customers: iMenu > doga > BeeTV

Official site: <http://beetv.jp>



[Screen image of QR code]



[Screen image of QR code]

*As part of Avex Broadcasting & Communications Inc., BeeTV dispatches i-Mode contents.

Monthly viewing costs for BeeTV: ¥315

*To utilize this service, it is necessary to sign up for the appropriate package.

*Only mobile phones which are compatible to view BeeTV may utilize this service. To learn more, please refer to BeeTV’s website.

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

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