

July 8, 2011

Oak Lawn Marketing launches Hill's Collection Smartphone site on Docomo Market

Oak Lawn Marketing, Inc. (OLM) is pleased to announce that its health and beauty brand, Hill's Collection, has launched a free smartphone site on NTT's Docomo Market on July 8, 2011.

With the launch of Hill's Collection's smartphone site, all of OLM's brands are now within hands-reach of our customers. Earlier this year market, OLM launched SHOP JAPAN and exabody smartphone site in February and March 2011, respectively.

Docomo Market is a portal site that offers NTT Docomo smartphone users access to specially selected sites, apps, and services on Docomo's safe and secure platform. The Hill's Collection smartphone site allows users to view and purchase Hill's Collection content from Docomo Market's shopping menu.

OLM continuously strives to achieve its company vision of "enriching lifestyles worldwide" by providing the best ideas, products, creativity and entertainment from around the world. In order to offer our customers enhanced services, OLM has created interactive mobile sites and has been optimizing smartphone services.

Service overview

Service name: Hill's Collection

Cost: free

*Smartphone communication fees are charged separately.

Service content: Hill's Collection Smartphone site

Products may also be purchased on mobile phone and i-Mode® sites.

Access:

Docomo Market (Smartphone) > contents menu > shopping/auction > Hill's Collection

Hill's Collection site: <http://hills-m.jp/>



*i-Mode® is the registered trademark of NTT DOCOMO.

For more information,
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