

November 15, 2012

Hideki Saijo becomes the celebrity endorser for SHOP JAPAN's fermented garlic supplement "Inochi no Chikara"

Oak Lawn Marketing, Inc. (herein referred to as "OLM") is pleased to announce that the singer Hideki Saijo became the celebrity endorser for a new fermented garlic supplement product named "Inochi no Chikara" released by OLM's shopping brand SHOP JAPAN on November 15, 2012. The product's infomercial^{※1} in which Mr. Saijo makes an appearance will begin broadcasting in mid-November.



Mr. Saijo has had two strokes and completed rehab to make a comeback as a singer. He was appointed as the product's endorser not only because he knows the importance of good health from the experiences, but because he actually takes the supplement to stay healthy.

In the infomercial, with a sales copy of "Inochi no Chikara ha Hideki no chikara (Inochi no Chikara is the source of strength for Hideki)," Mr. Saijo tells us his way of thinking about good health and how he is surprised with the benefits he has gained from the product. Also, you can hear comments from six real users who regularly take the supplement.

The Inochi no Chikara is made from garlics that took three years to grow in Changnyeong Country, South Korea. The garlic was fermented for 90 days by the number one fermentation professional in the country, so that the amount of S-allylcysteine^{※2}, a natural constituent that is considered to be good for health, increases 35 times more than that of fresh garlic. The process also makes a good balance of 17 kinds of amino acids, increasing the total amount of the compound as well^{※3}. Then, to make it easiest to add it to your diet, a paste of the fermented black garlic is compressed into soft capsules at low temperature.

※1 A word created from the combination of "information" and "commercial," referring to an advertisement TV program for direct marketing.

※2 A water soluble sulfur amino acid, which is naturally generated by the long-term fermentation of garlic

※3 The result was obtained before processing raw materials; therefore it may vary with the final product.
 (based on a test conducted by K.K.MASIS as of July 24, 2012)

About Hideki Saijo

Birth: Born on April 13, 1955 (Star sign: Taurus / Blood type: AB)

Hometown: Hiroshima City, Hiroshima Prefecture

Career summary:

1972(17 y.o.) Debut as a singer with the song "Koi Suru Kisetsu"

1973(18 y.o.) Single "Jonetsu no Arashi" became a big hit

Played the lead in his first movie "Ai to Makoto"

1974(19 y.o.) Single "Kizudarake no Laura" became

a big hit and he performed in NHK Kohaku Uta Gassen
 (annual music show) for the first time

1979(24 y.o.) Single "YOUNG MAN" became a big hit.

Awarded with Japan Music Award.

2009(54 y.o.) Played a role in NHK's TV drama "Tsubasa"



Other hit songs:

"Chigireta Ai" "Hageshi Koi" "Boots wo Nuide Choshoku wo" "Gyarando"

Theater and movie appearance:

Theater: "Terauchi Kantaro Ikka" "Sakamoto Ryouma" "Shin Enka no Hanamichi"

Movie : "Ai to Makoto" "Kizudarake no Kunsho" "Gendai Ninkyoden"

About Product

Product name: Hakko Kuro Ninniku "Inochi no Chikara"

Sales price: 12,800 yen (One month supply)

Ingredient: Paste of fermented black garlic, edible oil, gelatin, glycerin, starch, beeswax, Glycerin-fatty acid ester and plant lecithin (Those may contain the following allergens: apple, gelatin and soy beans)

Amount contained: 46.8g

(90 capsules×520mg per capsule / 340mg is contained in one capsule)

Product web page: <http://www.shopjapan.jp/goods/HKI01>



OLM continuously strives to provide services that meet every customer's need through various media forms to achieve its company vision of lifestyle enrichment.

Reference Information

SHOP JAPAN's healthy food <[http:// www.shopjapan.jp/](http://www.shopjapan.jp/)>

 <p>Maguro Oh</p>	 <p>Joozbachi no Nama Royal Jelly</p>	 <p>Cassis no Shizuku</p>
 <p>Glucorunner 2000</p>	 <p>Shijimi Kaki Ukon</p>	 <p>Ringo Aojiru</p>

Oak Lawn Marketing is a media and branding company headquartered in Nagoya, Japan with offices in Tokyo and Sapporo along with local operations in China and the United States. Through its three virtual store fronts, Shop Japan, Hill's Collection and exabody it strives to enrich customer's lifestyle bringing them exciting products from around the world.

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