

September 28, 2012

Autumn special offer from “Mototoru Shopping: UjiKoji no Ogiri Dojo” being aired on NOTTV

Oak Lawn Marketing, Inc. (hereinafter referred to as “OLM”) is pleased to announce that its shopping TV program “Mototoru Shopping: UjiKoji no Ogiri Dojo” (hereinafter referred to as “Mototoru Shopping”) will hold an autumn festival to offer special discounts jointly with mmbi, Inc. (President, Harunari Futatsugi and headquartered in Minato Ward, Tokyo. Hereinafter referred to as “mmbi”) Mototoru Shopping is currently broadcast on NOTTV, the smartphone TV station operated by mmbi.

To express our gratitude for the patronage we have received, various popular items from our two shopping brands *Shop Japan* and *exabody*, including Shark Steam Mop, LEG MAGIC X and SLENDERTONE EVOLUTION, will be offered at special low prices only to viewers of the festival episodes titled “Mototoru Shopping: Aki no Chozetsu! Mototore Matsuri!”

On-Air schedule and information about guest and product are as following:

*Please check TV listing since this schedule is subject to change.

Vol. 12	Guest	Product	
	Sanbyoshi and Nagareboshi	LEG MAGIC X, Shark Steam Mop and Mighty Bite	
	Date	Time	Channel
	September 29	12 : 00 - 12 : 45	NOTTV1
	October 1	18 : 00 - 18 : 45	NOTTV2
	October 5	26 : 00 - 26 : 45	NOTTV1
	October 13	12 : 00 - 12 : 45	NOTTV1
	October 15	18 : 00 - 18 : 45	NOTTV2
October 19	26 : 00 - 26 : 45	NOTTV1	

Vol. 13	Guest	Product	
	Nagareboshi and Hamaka-n	SLENDERTONE EVOLUTION, True Sleeper Angel Fit Pillow and NINJA Kitchen prep	
	Date	Time	Channel
	October 6	12 : 00 - 12 : 45	NOTTV1
	October 8	18 : 00 - 18 : 45	NOTTV2
	October 12	26 : 00 - 26 : 45	NOTTV1
	October 20	12 : 00 - 12 : 45	NOTTV1
	October 22	18 : 00 - 18 : 45	NOTTV2
October 26	26 : 00 - 26 : 45	NOTTV1	

About the program:

Mototoru Shopping is a shopping program which introduces up to three selected items from OLM's lineup with comedy dialogues associating with the products (known as Ogiri in Japanese), along with showing product introduction footage. Links to the product's purchasing page are set up on the datacasting screen to allow viewers to order products at a special discount price at anytime during the show.

To watch an introduction movie of Mototoru Shopping:

<http://www.oaklawn.co.jp/news/nottv.html>

For further information about the program:

<http://tv.nottv.jp/variety/mototoru/>



By utilizing the smartphone and tablet's ability to continuously connect to the internet, we will work on linking up shopping experiences and TV viewing in Mototoru Shopping.

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



Program Information

Program name:

Mototoru Shopping: UjiKoji no Ogiri Dojo

Broadcasting schedule:

Every Saturday at 12:00 to 12:45 (NOTTV1)

Every Monday at 18:00 to 18:45 (Rerun on NOTTV2)

Every Friday at 26:00 to 26:45 (Rerun on NOTTV1)

*Please check TV listing since this schedule is subject to change.

Subscription fee:

420 yen (including tax) as NOTTV monthly service fee

Program contents:

Comedian duo UjiKoji, other two young comedian duos and a Mototoru girl Nasa have comedy dialogues associating with OLM's products. Viewers can enjoy both funny conversations and money-saving shopping at the same time.

About NOTTV

NOTTV is a new broadcaster operated by mmbi, Inc which utilizes V-High multimedia broadcasting services (Mobacas). It is the country's first dedicated smart phone TV channel different from either the conventional TV or Video on Demand.

How to access:

Activate NOTTV app with NOTTV-compatible smart phones

* NOTTV-compatible smart phones are necessary to watch NOTTV.

* NOTTV monthly service fee of 420 yen is required.

* Please go to NOTTV official website for information of NOTTV-compatible smart phones.

NOTTV official website:

<http://www.nottv.jp/>

* NOTTV is a trademark of mmbi, inc.

* Mobacas is a trademark of Japan Mobilecasting, Inc.

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.

For more information, contact the PR Section at Oak Lawn Marketing, Inc.

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