

August 7th 2013

Oak Lawn Marketing to release 2 new True Sleeper Mattresses in Japan

Oak Lawn Marketing, Inc. (hereinafter referred to as “OLM”; HQ: Higashi-ku, Nagoya; President & CEO: Harry A. Hill; Operations: three shopping brands “Shop Japan,” “Hill’s Collection,” and “exabody”) will launch two new products in the True Sleeper series, “True Sleeper cero” and “True Sleeper Neofeel”, on August 8 2013. Products from the True Sleeper series have been used by over 2 million people* in Japan since its launch in 2003.

*: Based on the total number units from the series distributed until the end of November 2012.

▽True Sleeper Official website▽

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



■ Features of the new products

OLM will begin selling two new products, the washable “True Sleeper cero” and the “True Sleeper Neofeel” that absorbs and desorbs sweat. Both products were developed to solve problems related to sweating during sleep, such as damp bedding and stains during hot summer nights.

The products are laid over the bed or futon, saving users the trouble of replacing bedding and ensuring a good night’s sleep.

The new additions will bring the total number of products in the “True Sleeper” series to 5 (including the low-resistance mattresses, “True Sleeper Premium” and “True Sleeper Excellent”, and low-resistance futon, “True Sleeper Comfort”.

<Product Overview>

■ True Sleeper cero: Washable double-layered mattress

1. Original double-sided mattress with two different layers: reticular material “NANOBRID™” and hard cotton material “Fiber cushion”. You can choose to sleep on either of the sides depending on the season: well-ventilated “NANOBRID™” in summer and warm “Fiber cushion” in winter.
2. Both “NANOBRID™” and “Fiber cushion” are washable which means that sweat and dust, which lead to dust mite infestations, can easily be washed away even in the summer.
3. The special inner cover also has two different sides, with one side made of mesh. The inside is separated into 6 compartments, making it easier to take off and put on the cover.



Cross-section of True Sleeper cero

■ True Sleeper Neofeel: Breathing mattress

1. The mattress is made of material which absorbs sweat and desorbs it over time. It reduces the hot and sweaty feeling, ensuring you a cool and pleasant night of sleep.
2. The mattress combines the fit of a low-resistance mattress and the elasticity of a high-resistance mattress to create a completely new sensation for the user.
3. The soft texture feels like touching a baby's cheeks.



True Sleeper Neofeel

■ Product Details

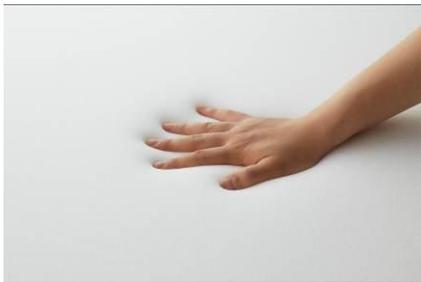
For further information about the new products, please see the link below.

Release date: August 8th 2013

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

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> True Sleeper 【Product Lineup】

		Price
Washable double-layered mattress	 <p>True Sleeper cero Double-sided mattress with two different layers: reticular material “NANOBRID™” and cushion material “Fiber cushion”. The special inner cover also has two different sides, with one side made of mesh. It is washable, making it easier to keep it clean.</p>	Single : ¥24,800 Semi-double : ¥27,800 Double : ¥29,800
Breathing mattress	 <p>True Sleeper Neofeel The material of the mattress absorbs sweat and desorbs it over time, reducing discomfort caused by dampness. The mattress combines the fit of a low-resistance mattress and the elasticity of a high-resistance mattress to create a completely new sensation for the user.</p>	Single : ¥22,800 Semi-double : ¥24,800 Double : ¥26,800
Low-resistance mattress	 <p>True Sleeper Premium The low-resistance mattress is made of high density structural foam with fine bubbles, which has given it excellent elasticity and restoring force. As it changes its shape according to body temperature and body pressure, it gently wraps around your whole body for a perfect fit.</p>	Single : ¥22,800 Semi-double : ¥24,600 Double : ¥26,800 Queen : ¥28,800
	 <p>True Sleeper Excellent Upper urethane material is breathable and has concave-convex surface, making it possible to release humidity and heat from the mattress. The urethane material at the bottom of the mattress has perforation, allowing it to release humidity.</p>	Single : ¥29,800 Semi-double : ¥33,800 Double : ¥37,800



<p>Low-resistance futon</p>		<p>True Sleeper Comfort A foldable mattress you can lay directly on the floor without any other mattress or futon. It is double-layered so as to prevent sinking to the bottom, with its underlayer made of hard urethane foam.</p>	<p>¥24,800</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 our three virtual store fronts, Shop Japan, Hill's Collection, and exabody, we strive to enrich our customers' lifestyle by bringing them exciting products from around the world.

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

TEL: +81-3-6746-0324 E-mail:pr@oaklawn.co.jp