

March 8th 2013

A new release of a popular exercise DVD series that has sold over a million discs*
“TRF EZ DO DANCERCIZE 2nd Edition” now on sale
Now you can dancercize to the biggest hit of TRF, “CRAZY GONNA CRAZY”

Oak Lawn Marketing, Inc. (HQ: Higashi-ku, Nagoya President & CEO: Harry A. Hill, Operations: three shopping brands “Shop Japan”, “Hill’s Collection”, and “exabody”) will release an exercise DVD product jointly made with Avex Marketing Inc., “TRF EZ DO DANCERCIZE 2nd Edition” on April 15th 2013. Pre-orders for this product will start on our special website on March 8th 2013.

▽Special website for “TRF EZ DO DANCERCIZE”▽
<http://trfezdodancercize.jp/>

About “TRF EZ DO DANCERCIZE”

“TRF EZ DO DANCERCIZE” was created to mark the 20th anniversary of TRF, a popular dance and vocal unit of Avex. This exercise program was designed by the choreographers of TRF; SAM, ETSU, and CHIHARU, using their 20 years of dance experiences.

This program combines exercise and dance movements, which allows users to naturally learn dance moves through exercise. Featuring a variety of TRF’s megahit numbers, this product has been well-received by customers from all generations.

“TRF EZ DO DANCERCIZE 2nd Edition” is a sequel to “TRF EZ DO DANCERCIZE”, a popular exercise DVD that has sold over 1,000,000 discs* within an eight month sales period.

This will make the series to have the lineup of 7 kinds of lessons in total.

* Based on the number distributed from June 24, 2012 to February 6, 2013.

Features of “TRF EZ DO DANCERCIZE 2nd Edition”

“TRF EZ DO DANCERCIZE 2nd Edition” is even better than the previous products of its series.

Feature 1: The new program has a highly effective aerobic benefit, which has made it possible for users to realize the effect of exercise in a shorter period of time.

Feature 2: Additional changeover function for a different angle has made it possible for users to master proper dance movements from a view behind the instructors.

Feature 3: Extended period of lesson has made it easier for users to understand the kind lectures given by TRF.

Feature 4: Addition of actual choreography TRF themselves perform at their live concerts has made it even more fun for users to dancercize by imagining themselves to be TRF on stage.



※この画像はイメージです。デザインが変更になる場合がございます。

This product has 3 songs for users to dancercise to, all million-seller hits, including the biggest hit number of TRF released in 1995, “CRAZY GONNA CRAZY”. It is composed of the following 3 DVDs, each of which has a program to intensively tone up a part of the body.

DISC 5: For the upper part of the body. With the song “Overnight Sensation ～Jidai ha anata ni yudaneteru～”

DISC 6: For the waist. With the song “masquerade”

DISC 7: For the lower part of the body. With the song “CRAZY GONNA CRAZY”

Please enjoy dancercising while feeling like you are TRF, with this new product, “TRF EZ DO DANCERCIZE”, full of sharp choreographies designed by real dancers.

OLM continuously strives to provide innovative products and services that deliver a pleasant surprise to customers through various media forms to achieve the company vision of lifestyle enrichment.

Product Description

- Product name: TRF EZ DO DANCERCIZE 2nd Edition
- Product configuration: 3 DVDs
- Run time: DISC5: about 67 minutes / DISC 6: about 70 minutes / DISC 7: about 68 minutes *including bonus footages
- Price: ¥9,900 with tax for all the 3 DVDs
- Dancer: SAM, ETSU, CHIHARU from TRF
- Supervisor: Kazumi Sato
- Date of release: April 15, 2013
- Pre-order period: March 8th 2013 ~ April 15th, 2013 9:59

Please fill in the form on the TRF EZ DO DANCERCIZE special website below to place a pre-order.

You can receive a special bonus if you purchase by pre-order.

Special website URL: <http://trfezdodancercize.jp/>

- Medium: infomercial, retail stores, official website, official mobile website
- Supplier: avex club
- Distributer: exabody



Lesson Description

It is composed of two parts; exercise part and dance part for you to master the dance movements for mega hit numbers through daily exercise.

* The following contents are all in DISC 1.

- ◆ Warm-up
- ◆ Exercise part – 3 lessons in total

Each TRF members will teach 1 lesson: SAM - LESSON 1, ETSU - LESSON 2, CHIHARU - LESSON 3.

The lessons have a basic part and a practice part so that beginners can learn movements step by step.

◆Dance part

In this part, you can put the movements you learned in the exercise part to practical use by dancing to mega hits along with TRF members.

◆Cool-down

◆Special footage: kids dance

Dance footage by child dancers. You can enjoy dancing to TRF's music with your kids.

About Instructors



SAM

Dancer

Birth date: Jan 13, 1962



ETSU

Dancer

Birth date: Aug 11, 1964



CHI HARU

Dancer

Birth date: Feb 28, 1967

About TRF

Formed a group named "TK Rave Factory" with producer Tetsuya Komuro in 1992.

Their five consecutive singles became million seller hits, including "survival dAnce ~no no cry more ~"released in May 1994 that became their first single ranked number 1 on the Oricon chart.

In the same year, they received The Japan Record Award for selling over 21 million CDs and making many record-breaking achievements. The band, consisting of vocal, DJ and dancers, is considered as a pioneer of dance entertainment industry in Japan. They have been inspiring people with their overwhelming dance and music performances for a long time, and are also eager to work on promoting dance music and performances through their activities.

About the exercise program supervisor



Kazumi Sato

President of Physical Planning

She has established the company in 2008 and has been working on training and education of instructors, new exercise development and so on.

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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