

“BILLY’ S BOOTCAMP”

Total sales of “Shop Japan” ’s most popular product reach the one million unit mark

NAGOYA, Japan – August 7th, 2007. Oak Lawn Marketing, Inc. (Nagoya, Japan), a DRTV marketing corporation based in central Japan Oak Lawn Marketing Inc., has disclosed on July 27, 2007 that sales of the exercise video “BILLY’S BOOTCAMP” have reached one million units.

“BILLY’S BOOTCAMP” has been marketed in Japan since July 2006 – the video brought to the country the exercise program of Mr. Billy Blanks, who takes visitors through exercises easily practiced at home. The specificity of the exercise program and Mr. Blanks’ distinctive personality have made the video a hugely popular item among Japanese consumers.

From now on, the company will start new services focusing on new exercise products, utilizing social networking web community to promote a healthier lifestyle to key consumers on the Japanese market.

For further information, please contact
Matsuura or Furuta, in charge of PR, Corporate Planning Section., Oak Lawn Marketing
TEL : 052-950-1157

【Reference materials】

”BILLY’S BOOTCAMP” video

“BILLY’S BOOTCAMP” is an exercise program developed by charismatic trainer Billy Blanks, which has already sold training videos including “Billy’s Bootcamp” more than 10 million units worldwide. The exercise routines used by Mr. Blanks are based on military training programs, the four DVD set of videos consist of 1)Basic program, 2)Applications 3)Abdominal Muscles training and 4)Final. These four unique videos are designed to strengthen your basic physical condition in 7 days.

The use of the exercise tool “Billy Band” training strap and the unique training directives of Billy have drawn worldwide attention and have been rewarded with ongoing sales records the world over. “Billy’s Bootcamp” is being sold by a mail-order sales brand mainly available on the TV shopping program “Shop Japan” presented by Oak Lawn Marketing and in major general merchandise stores.

The price of the “Billy’s Boot Camp” set is ¥14,700 (including tax) for 4 DVDs (or 4 Videos) and Billy Bands (a set of two straps).

Billy Blanks’ latest Japan news

Mr. Billy Blanks visited Japan from a period of 9 days starting June 20 (Thursday) and stayed in Japan.

About 400 purchasers of “Billy’s Bootcamp”, who had been chosen through a lottery, were invited to the “Billy Live in Tokyo Summer 2007” event held at the Prism Hall in Tokyo Dome City on June 24. The t-shirt-wearing participants sweated it out with Billy for 50 minutes, with about 200 reporters covering the event. During Billy’s visit about 80 TV programs reported on his airport arrival and the events taking place during his visit, generating tremendous excitement throughout Japan.