

November 1, 2007

Oak Lawn Marketing Participates in Smile Eco Program

Oak Lawn Marketing, Inc. (hereafter OLM; President, Harry A. Hill and headquartered in Nagoya, Aichi) which administers three shopping brands, Shop Japan, Hill's Collection, and exabody, supports the aim of the "Smile Eco Program" operated by NETOFF Marketing Co., LTD (hereafter NETOFF; President, Takeshi Kuroda and headquartered in Obu, Aichi) and therefore has decided to participate in this program.

In line with our corporate motto, the PCT CREDO, OLM commits itself to fulfilling CSR by taking into consideration protection of the environment while helping our customers achieve life enrichment we are also dedicated to making a difference in local and global communities. Based on our PCT CREDO and through our involvement in the Smile Eco Program, OLM actively engages in eco-friendly and charity activities with the goal of helping make a brighter future for us all.

What is the Smile Eco Program?

The Smile Eco Program is a new recycling and eco-friendly program launched by NETOFF. NETOFF buys books and CDs which customers no longer use or need. This new system allows people to recycle CDs and other used items by selling them through home delivery services. This service allows people to efficiently recycle from the convenience of their own homes while supporting and contributing to environmentally friendly NPOs.

For details of the Smile Eco Program, please visit:

<http://www.ebookoff.co.jp/smile/shopjapan.jsp>

For further information, please contact the PR section at Oak Lawn Marketing, Inc.

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