



November 8, 2007

Oak Lawn Marketing Holds Dream Diet Grand Prix 2008 — 2-month Free Hill's Diet Pastel Jelly for Successful Applicants — Application period: November 8 to December 20, 2007

Oak Lawn Marketing, Inc. (hereafter OLM; President, Harry A. Hill and headquartered in Nagoya, Aichi) which administers Hill's Collection will hold its "Dream Diet Grand Prix 2008" which aims to help support applicants' dreams of achieving an enriched lifestyle through this diet program.

The contest is open to men and women aged 18 and 60 and will provide successful applicants with Hill's Collection's "Pastel Jelly" for about two months free of cost so that they can try out the diet program. Above and beyond delivering quality products to our customers, OLM hopes to support customers' dieting goals, which is a major factor for holding the Dream Diet Grand Prix.

All applicants^(*1) will go through initial screening in order to select 50 finalists who will be provided with Pastel Jelly^(*2) for two months free of cost (product value: ¥67,200). After two months, winners will be chosen from the 50 finalists. The final screening and winners will be announced at the Westin Hotel Tokyo on April 6, 2008 with Ms. Aiko Sato, spokesperson for Hill's Diet, attending as our special guest. OLM will help the winners of the Grand Prix and second prize to achieve their dreams whatever they may be – for example; "stay at a luxurious hotel and spa", "enjoy meals at a first-class restaurant" or "do a photo shoot with a top-class photographer."

Based on the concept of maintaining beautiful and healthy skin, mind and body, Hill's Collection has made every effort to develop trustworthy and high quality products. We look forward to working hand-in-hand with participants who want to make their dreams come true by obtaining a healthy and slim body.

(*1) All applicants will receive a box of Balance Cookies (product value: ¥3,250) as a gift.

(*2) Hill's Pastel Jelly is a calorie control diet food that comes in 5 flavors that is easily prepared by simply mixing it with milk.

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

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