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Oak Lawn Marketing Launches the Exercise Brand “exabody”

Oak Lawn Marketing, Inc. (hereafter OLM; President, Harry A. Hill and headquartered in Nagoya, Aichi) which administers Shop Japan, established a new brand “exabody” which provides exercise products and exercise-related information. exabody will start offering its services through OLM TV shopping programs and websites from March 1, 2008.

OLM has been offering services mainly through the Shop Japan brand since 1999. In 2006, the Hill’s Collection brand, which specializes in cosmetics and health food, was launched with a view to offer services based on highly specialized brand strategies in order to satisfy customers’ needs. Now in 2008, OLM launches its new brand “exabody” in the exercise market with the goal of becoming the leading exercise brand in this category.

Here on out, with the aim to enhance product strength and professionalism, OLM will administer its three brands Shop Japan, Hill’s Collection and exabody. Furthermore, taking this opportunity, Shop Japan will renew its logo mark as it continually strives to propose exciting new products to enrich customers’ lifestyles.

About our new brand “exabody”

Through its products and services such as exercise DVDs and a community site, exabody will communicate the importance of maintaining physical and emotional balance by taking on challenges and by keeping exercise in one’s life. exabody supports customers to help them achieve lifestyle enrichment.



【exabody logo mark】

“Shop Japan”



【New logo mark of Shop Japan】

“Hill’s Collection”



【Logo mark of Hill’s Collection】

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