



Press Release

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## Announcement for the equity alliance between NTT DOCOMO, INC. and Oak Lawn Marketing, Inc.

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April 6, 2009

NTT DOCOMO, INC. ("DOCOMO") and Oak Lawn Marketing, Inc. ("OLM") have agreed to enter into an equity alliance.

Based upon the agreement, DOCOMO will acquire 51% of OLM for 31 billion yen (approx US\$310 Million)

DOCOMO and OLM will make every effort to enhance, not only development of the mobile e-commerce market, but also to improve quality of services and products provided to customers to better match their needs contributing to "Lifestyle Enrichment".

Detailed information is as follows.

### 1. Background

OLM is known for its abilities in producing high quality localized infomercial programs, finding unique products from Europe and the United States, and then localizing these products for the Japanese market. DOCOMO is the world's leading mobile operator and provider of advanced mobile services. DOCOMO and OLM aim to explore further growth in mobile e-commerce and TV shopping synergies by merging the knowledge, know-how, and assets of the each party who both believe that the alliance will improve the value of each company.

### 2. Summary of the equity alliance

DOCOMO will acquire 55,215 (51%) of OLM common stock from its current shareholders  
Acquisition price: 31 billion yen (approx US\$310 Million)

3. Outline of DOCOMO and OLM

Name of company	Oak Lawn Marketing, Inc.
President	Harry A. Hill
Location	Nagoya, Aichi
Capital	1.467 billion yen
Date of established	May, 1993
# of employees	349 (as of April 1, 2009)
business	Direct marketing specialized in TV shopping

Name of company	NTT DOCOMO, INC.
President and CEO	Ryuji Yamada
Location	Chiyoda-ku, Tokyo
Capital	949.68 billion yen (as of march 31, 2008)
Date of establishment	August 1991
# of employees	22,600 (as of December 31, 2008)
business	Mobile telecommunications

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