



September 28, 2009
OAK LAWN MARKETING, INC

Oak Lawn Marketing Launches i-mode Mobile Sites for Shop Japan and exabody

As of September 29, 2009, Oak Lawn Marketing, Inc. (hereafter OLM; President, Harry A. Hill and headquartered in Nagoya, Aichi) launches its brand mobile sites for Shop Japan (<http://sjm.jp/mobile/>) and exabody (<http://exa-m.jp/mobile>) as an official i-mode service run by NTT DOCOMO, Inc.

Since another one of OLM's brand, Hill's Collection (<http://hills-m.jp/>), already launched its official brand mobile site on February 16, 2009, now all three of OLM's brands offer official services under NTT DOCOMO's i-menu.

OLM started these brand mobile sites with a view to enhance user support services so that customers can purchase well-known TV infomercial products that are popular among many customers and celebrities without worrying about risks by providing money-back guarantees. These services allow customers to enjoy casual shopping using their mobile phone anytime, anywhere just like they do with telephone or Internet (PC) shopping.

OLM is looking to add new convenient and enjoyable services that can only be offered through i-mode in an effort to reach customers especially in their 20's and 30's.



Outline of NTT DOCOMO (i-mode) service

- Service name: Shop Japan, exabody
- Service launch: September 28, 2009 (Hill's Collection mobile site released on February 16, 2009)

- Service fee: Free

*Mobile communication fees are charged separately.

*Subscription to a flat rate package service is recommended.

- Access:

When accessing from NTT DOCOMO mobile:

- Shop Japan:

iMenu > Menu list > Shopping/ticket > Catalogue/TV shopping/Department store > Shop Japan

- exabody:

iMenu > Menu list > Shopping/ticket > Sport/Outdoor > exabody

- Hill's Collection:

iMenu > Menu list > Shopping/ticket > Catalogue/TV shopping/Department store > TV shopping Hill's Collection

*Brand mobile sites for au and Softbank official services will be launched by the end of 2009.

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