

April 1, 2010
OAK LAWN MARKETING, INC

Oak Lawn Marketing Starts “Docomo Premier Club” Point Service

Effective as of April 1, 2010, 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, starts a point service for members of the “Docomo Premier Club®” operated by NTT DoCoMo, Inc. (hereafter NTT Docomo).

This service is offered by two of OLM’s three brands, Shop Japan and exabody. Customers who purchase products from Shop Japan or exabody’s store mobile websites are given docomo points based on the value of their purchase.

In addition, three products from Shop Japan will join the product lineup for redeeming docomo points acquired through payment of mobile bill or by answering questionnaires.

*This service is available for Docomo Premier Club members only.



OLM decided to launch the new service with a view to increase customer satisfaction by offering the point-granting service to NTT Docomo users that account for the majority of OLM’s brand store mobile website users.

OLM will continue to strive to provide contents that satisfy individual customer’s needs and to support lifestyle enrichment for each and every customer.

[Screen image of store mobile website]



Overview of OLM x NTT Docomo “Docomo Premier Club” Point Granting Service

Service name: “Docomo Premier Club” Point Granting Service

Service launch: April 1, 2010

Service offered to: Members of NTT Docomo’s Docomo Premier Club

*To receive this service, please register with the Docomo Premier Club
(no admission fee or annual membership required).

Service outline:

(1) Point granting service

Docomo points are given to customers who purchased products from Shop Japan or exabody store mobile websites. (Mobile website only.)

Shop Japan store mobile website: <http://sjm.jp/mobile/>

exabody store mobile website: <http://exa-m.jp/mobile/>

Point system: 1 docomo point per ¥100 purchase (*Excluding S&H)

(2) Service to redeem points

Customers can redeem Docomo Premier Club points for Shop Japan products.

Applicable products:

- Food Saver (Vacuum sealer): 18,000 pts
 - Shark Steam Mop: 13,000 pts
 - Magic Bullet Deluxe (Food processor): 9,000 pts
- (Product configurations are a Premium Club special.)

How to apply:

Via i-mode® (Docomo Premier Club website) or PC (My docomo).

*“i-mode” and “Premier Club” are registered trademarks of NTT Docomo.

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

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