

December 20, 2010

## 118 OLM employees participate in social contribution program - Christmas gifts to orphanages -

Oak Lawn Marketing, Inc. (OLM) (President, Harry A. Hill and headquartered in Nagoya, Aichi) which administers three shopping brands, Shop Japan, Hill's Collection, and exabody, and actively undertakes TV shopping business made donations to Santa & Friends Nagoya in support of OLM employees volunteer efforts for social programs.

### Background:

Aiming to share the joy of Christmas and to bring smiles to the faces of orphans living in child welfare facilities, three years ago OLM started supporting activities being undertaken by Santa & Friends Nagoya. These activities are led by the non-Japanese staff at OLM. A Gift Drive was held again this year and 118 employees sent Christmas gifts to 120 orphanages. The company decided to further support employees' activities through a matching gift program.

### Donation Recipient: Santa & Friends Nagoya

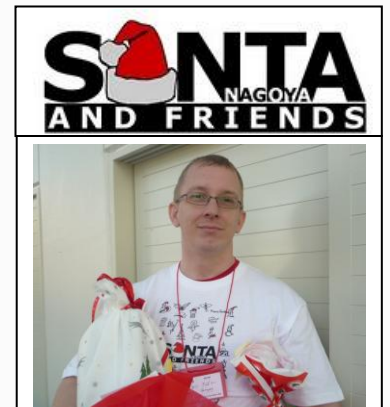
Santa & Friends Nagoya is an informal group of Japanese and foreign ex-pats who yearly arrange gift giving Christmas parties for several Nagoya City based orphanages.

**Donation:** ¥240,000

### Reference:

What does "Matching Gift" mean?

This is a program set up to match corporate funds to employee donations made to charitable organizations. When employees make charitable donations on their own, the company matches that amount in order to support employees' social efforts. Through such efforts the company and employee work together to give back to society.



Mr. Jonathan Gregory represents OLM in his activities with Santa & Friends

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