

December 7, 2010
OAK LAWN MARKETING, INC

Oak Lawn Marketing starts testing of infomercial-linked data broadcasting

From 7th of December 2010, Oak Lawn Marketing, Inc. (OLM) (President, Harry A. Hill and headquartered in Nagoya, Aichi) administering three shopping brands, Shop Japan, Hill's Collection, and exabody, starts testing of data broadcasting which is linked with One-Seg broadcasting provided by Television Saitama Co.,Ltd.

This service provides, via data broadcasting, product information which is linked with an infomercial aired in a One-Seg shopping program so that users can purchase products while watching the infomercial on a One-Seg broadcast.

In this test broadcast, product information is displayed at the same time as the infomercial is aired on One-Seg, enabling product introduction via two media forms in a link mode. The data broadcasting display is also linked to Shop Japan's mobile site, allowing customers to purchase products directly on their mobile phone.

OLM is limiting testing to just a few Shop Japan products for this test.

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

【Outline of broadcast test】

Oak Lawn Marketing: Shop Japan data broadcasting linked with One-Seg infomercial

- Broadcasting date: December 7, 2010 13:00-13:30
- TV station: Television Saitama Co., Ltd.
(Broadcasting area: Saitama Pref. and a portion of the Tokyo area)
- Featured product: Shark Steam Portable
- Future featured products: Shark Steam Mop Basic / Swivel Sweeper G2



【Data broadcasting display image】



■Service outline

Linked with Shop Japan infomercial broadcasted by TV Saitama, product information is displayed via data broadcasting. Users can learn details of the product while watching the infomercial via One-Seg broadcasting. If they decide to place an order, users can shift from the data-broadcasting screen to the Shop Japan site.

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

Kiyobumi Suzuki & Yuko Saito

TEL: +81-03-6746-0324

FAX: +81-03-6274-5224