

February 22, 2010  
OAK LAWN MARKETING, INC

## Oak Lawn Marketing Launches NTT DOCOMO “i-concier®” Contents Service

As of February 22, 2010, Oak Lawn Marketing, Inc. (President, Harry A. Hill and headquartered in Nagoya, Aichi) (hereafter “OLM”) which administers three shopping brands, Shop Japan, Hill’s Collection, and exabody, launches a new contents service to provide useful information to registered members via the Information, i-schedule, and ToruCa® functions offered through the “i-concier®” service provided by NTT DOCOMO, Inc. (hereafter “NTT DOCOMO”). The new service is offered by all of OLM’s brands - Shop Japan, Hill’s Collection, and exabody.

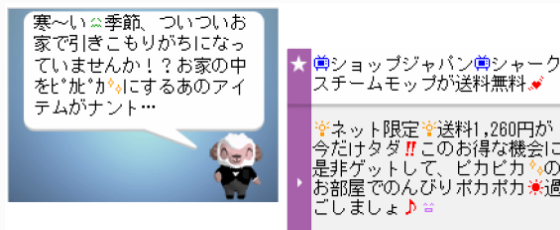


\*i-concier® and ToruCa® are registered trademarks of NTT DOCOMO.

OLM will be the first TV shopping company to offer “i-concier®” services.

NTT DOCOMO users account for the majority of mobile site users for OLM’s three brands. OLM aims to increase user satisfaction by providing NTT DOCOMO users with product user support functions and useful information such as sales information.

### 【Service Image】



OLM will continue to improve services to meet the needs of individual customers to help them achieve lifestyle enrichment.

Overview of “i-concier®” service offered by OLM and NTT DOCOMO

A “concierge” service run by NTT DOCOMO which directly sends out the most up-to-date OLM information to users’ mobile phones in real-time.

- Service name: Shop Japan info, Shop Japan Schedule  
Hill’s Collection info, Hill’s Collection Schedule  
exabody info, exabldy Schedule
  
- Service launch: February 22, 2010
  
- Service offered to: Users registered with both OLM’s service and NTT DOCOMO’s “i-concier®” service.
  - \* Registration with NTT DOCOMO is required to receive the “i-concier®” service.
  
- Service fee: Free
  - \* “i-concier®” monthly charge is 210 yen (tax included).
  - \* Mobile communication fees are charged separately.
  - \* Subscription to flat-rate package service is recommended.
  
- Service contents:
  - (1) Information
    - Delivers highly entertaining information such as sales and event information.
    - Registration: Registration with My Menu is required
    - Information dispatch frequency: About once a week
    - Contents: Sales information, new product information, event invitation, and on-air program introductions.
  
  - (2) i-schedule
    - Provides product use support functions and sends sales information to mobile schedules.
    - Information dispatch frequency: About once a week
    - Contents: Product use support function, sales information, event information, and on-air program introductions.



(3) ToruCa®

Service that delivers special discount information for stores via ToruCa®.

Information dispatch frequency: Differs according to store

Contents: Special discount information for each store



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