

June 11, 2010

OAK LAWN MARKETING, INC

## Oak Lawn Marketing Won Cross Media Award at the 2009 Blue Nikkan AD Grand Prix

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, is pleased to announce that exabody's advertising for Core Rhythms won the Cross Media Award in the Web Advertisement category at the "2009 Blue Nikkan AD Grand Prix" organized by Nikkan Sports Shimbun.

**Award:**

Cross Media Award, Web Advertisement category  
"2009 Blue Nikkan AD Grand Prix" organized by Nikkan Sports Shimbun

**Award winning advertisement:**

"Kuwabata Rie getting married; Core Rhythms"



**Advertising period:**

Print: June 28, 2009  
Web: June 27-28, 2009

**Award ceremony:**

Date: June 11, 2010 (From 11:00am)  
Venue: Fuyo Hall at Hotel New Otani

**Nikkan Sports Shimbun: 23<sup>rd</sup> Blue Nikkan AD Grand Prix**

Of various advertisements (such as outdoor ads, newspaper ads, varied-form ads, multi-ads and web ads) posted between April 2009 and March 2010, winners for 16 awards in total including the Grand Prix were selected by six judges.

**Advertising period:** April 1, 2009 to March 31, 2010

**Nominees:** All advertisements posted during the aforementioned period, including outdoor ads, color/black-and-white ads, varied-form ads, multi-ads, and web ads posted on Nikkan Sports.com webpage.

**Judgment criteria:** Advertisements which make the best use of advertising space, are trendy, highly innovative and richly creative in expression.

**Judges:** Blue Nikkan AD Grand Prix Judging Committee (Nikkan Sports Shimbun)  
The Judging Committee consists of leading figures from various fields and Nikkan Sports Shimbun Committee members.

**Awards:** Grand Prix

Outdoor Ad Award

Impact Ad Award

Creative Ad Award

Impressive Ad Award

Nikkan Sports.com Award

Cross Media Award

Among others

(16 awards in total)

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

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