

June 16, 2010
OAK LAWN MARKETING, INC

Oak Lawn Marketing Starts Sales via TV-version of Yahoo! Shopping

As of June 16, 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 sales via a TV-version of Yahoo! Shopping (<http://shp.dtv.yahoo.co.jp>) operated by Yahoo Japan Corporation (hereafter Yahoo! JAPAN), thus providing opportunities for viewers to purchase OLM products through Internet-compatible TVs.

The same products advertised on Yahoo! Shopping on the Internet (PC) and mobile are shown on TV to allow easy search of the products. Upon the launch of the new service, Shop Japan and exabody, two of OLM's three brands, will be advertising their products.
*URL can be checked on TVs connected with the Internet.

OLM hopes that customers will enjoy casual shopping on TV just like they do on the Internet (PC) and mobile, and buy well-known infomercial products that are popular with many customers including celebrities. The concept is a "store that allows you to shop while watching infomercials on TV", the new service allows people to enjoy shopping in a unique manner via TVs which automatically play images and movies of the products.

*Applicable model: Internet-compatible TV of Sharp AQUOS, Toshiba REGZA, Hitachi Wooo

With a view to provide Shop Japan and exabody products used by customers more conveniently and enjoyable via the TV-version of Yahoo! Shopping, OLM will continue to add more infomercials.

[Screen image of tope page]



Outline of TV-version of Yahoo! Shopping Service

This service allows users to check information and purchase Shop Japan and exabody products shown in videos and images displayed on the TV-version of Yahoo! Shopping which can be viewed on Internet-compatible TVs.

Service name:

TV-version of Yahoo! Shopping Shop Japan Yahoo! Store
TV-version of Yahoo! Shopping exabody Yahoo! Store

Service launch: June 16, 2010

Ordering method:

Telephone; e-mailing URL to Internet (PC) or mobile; QR code

Infomercials:

- Shop Japan
 - Shark Steam Mop, True Sleeper (all sizes), Magic Bullet Deluxe, Slendertone Evolution (men/women)
- exabody
 - Leg Magix X

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