

April 22, 2011

Oak Lawn Marketing to sell U.S. hit “Pillow Pets®”

Oak Lawn Marketing’s (OLM) brand, Shop Japan, is pleased to announce that it has started sales of the popular U.S. toy, “Pillow Pets®”.

The cuddly stuffed animals differ from other typical toys as they double as both a pillow and toy “pet” simply by attaching or detaching a strap. Pillow Pets have received accolades for their cute designs and functionality, and won numerous awards. The toys have been so popular that they have sold out of stores in no time, making it difficult to obtain the popular item – to date over 15 million* units have been sold. Shop Japan has been appointed exclusive product rights from Pillow Pets’ supplier Ontel Products Corporation and started sales of the adorable toy as of April 22, 2011.

*As of August 2009 to February 2011

Sales information

Shop Japan, the brand that brings excitement to customers’ lives

Sales launch date April 22, 2011
Product name Pillow Pets
Sales routes TV CMs, retail, official web & mobile site



Photo: image only

Product information

The soft cuddly toy becomes a pillow or pet simply by attaching or detaching a strap!

“It’s a Pillow, It’s a Pet...It’s a Pillow Pet!”™

Parents will also love the fact that the Pillow Pet is washable!



TV & Web price Individual unit ¥2,990 (tax included) 2 unit set ¥5,980 (tax included)

※S&H ¥945 (tax incl), 30 day return policy (no questions asked return policy), customers purchasing the 2 unit set may choose 2 styles out of the 4 styles offered

Retail price ¥2,980 (tax included)

Product line up Four styles: Snuggly Dog, Bumbly Bee, Ms. Lady Bug & Magical Unicorn



Snuggly Dog



Bumbly Bee



Ms. Lady Bug



Magical Unicorn

※Plan to release more styles soon

Awards



2009: Dr. Toy Best Vacation Product Award

Dr. Toy is an official site that awards outstanding kid-related products. Pillow Pets were recognized by Dr. Toy in 2009.



iParenting Media HOT Award

iParenting Media Award is an official site that awards outstanding kid-related products. Pillow Pets were recognized by iParenting Media in 2009.



Walmart Speed Award

Walmart awards the hottest, trendy products this award for offering Walmart their goods in a speedy manner. Ontel was recognized for their speedy delivery in March 2011.

Pillows Pets have also received six other awards from different organizations.

Size: Approx. 37cm x 46cm (when used as a pillow)

Weight: Approx. 536 – 593 grams

Material: 100% Polyester (Toy eyes: ABS resin/ Velcro: Nylon)

Manufacturing county: China

Sales routes: Toll-free TV number, retail stores, Internet (Shop Japan website), mobile site

Licensed importer/distributor: Shop Japan



Oak Lawn Marketing, Inc. (President, Harry A. Hill) administers three shopping brands, Shop Japan, Hill's Collection and exabody from its headquarters in Nagoya, Aichi.

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