

December 9, 2011

## Slendertone Evolution maker BMR, Ltd. wins the “IJCC Innovation Exporter Award 2011”

Oak Lawn Marketing, Inc. (OLM) is honored to announce that Bio-Medical Research, Ltd. (BMR), developer of the hit product Slendertone Evolution, which is sold by OLM's health and wellness brand exabody, was awarded with the “IJCC Innovation Exporter Award 2011” by the Ireland Japan Chamber of Commerce (IJCC).

Operating under the auspices of Enterprise Ireland, the Ireland Japan Chamber of Commerce (IJCC) awards the “IJCC Innovation Exporter Award 2011” to acknowledge outstanding contributions by key companies to Irish Japanese business relations. BMR was recognized for the sales performance of its product, Slendertone Evolution, in the Japanese market.

Developed by BMR, Slendertone Evolution is a personal fitness solution that utilizes low-frequency waves to contract and relax muscles through EMS technology. Over 4.3 million units\* of Slendertone Evolution have been sold around the world and it enjoys great popularity among Japanese consumers.

\*Cumulative total units of the series shipped out as of March 31, 2011

OLM continues to strive to provide products and services that satisfy individual customer's needs and to support lifestyle enrichment for each and every customer.

### Overview of Award

Recipient: BMR (Bio-Medical Research Ltd.)

Name of Award: IJCC Innovation Exporter Award 2011

Winning product: Slendertone Evolution (Male & Female versions)

Sales price: JPY 19,800 (consumption tax included)

(Reference URL: [www.exabody.jp](http://www.exabody.jp))



※Image subject to change

Image of Slendertone Evolution

Oak Lawn Marketing is a media and branding company headquartered in Nagoya, Japan with offices in Tokyo, Sapporo, and Fukuoka along with local operations in China and the United States. Through its three virtual store fronts, Shop Japan, Hill's Collection and exabody it strives to bring its customers exciting products from around the world.

For more information, contact the PR Section at Oak Lawn Marketing, Inc.

TEL: +81-3-6746-0324 E-mail: [pr@oaklawn.co.jp](mailto:pr@oaklawn.co.jp)