

December 26, 2011

Oak Lawn Marketing wins award from Nagoya City for supporting working women

Oak Lawn Marketing, Inc. (OLM) is honored to announce that it is the recipient of the City of Nagoya's "Award for Excellence: Nagoya City Recognition and Commendation of the Promotion of Women's Business Activities" for 2012. The award ceremony will be held on January 31, 2012.

Organized under the auspices of Nagoya City's Gender Equality Promotion Center, the Center assesses businesses based on the categories of 1) conscious reforms 2) active promotion of Work Life Balance and the 3) promotion of women's active participation in the workplace, and awards those businesses that have achieved commendable results.

OLM, its founders, an American and a Japanese businessperson, and its employees share common principles that place importance on and value diversity including recognizing and respecting gender as one form of diversity. Additionally, thanks to revisions to company regulations, over the last four years 100% of women who went on maternity and child care leave have returned to work. In order to support female employees who excel, OLM continually strives to improve its working environment.

Since 2007, leaders (managerial candidates) undertake OJT in their respective sections and are selected to mentor new graduate employees in various divisions. It is through this double-support program that female leaders are able to gain experience in training subordinates. Of OLM's employee population, the male-female ratio is about 50-50 and of that over 20% of women are in the management level and more than 50% of women make up the leader level (managerial candidates).

OLM is being recognized and awarded for the abovementioned efforts and the expectation that the number of women in management levels will continue to increase.

Oak Lawn Marketing is dedicated to creating a working environment which enables each and every employee to continually achieve their personal best.



Overview of Award

Name of Award: “Award for Excellence: Nagoya City Recognition and Commendation of the Promotion of Women’s Business Activities” for 2012

Eligibility: Recognition of businesses that promote working environments which encourage the active participation of women and awards those businesses that have made particularly admirable efforts.

Award details

Please refer to Nagoya City’s homepage

<http://www.city.nagoya.jp/shisei/category/49-2-11-0-0-0-0-0-0-0.html>

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.

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