

January 14, 2011  
OAK LAWN MARKETING, INC

## Oak Lawn Marketing's Hill's Collections Starts "Docomo Premier Club" Point Service

Effective as of January 15, 2011, 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 Hill's Collection has implemented a point service for members of the "Docomo Premier Club®" operated by NTT DoCoMo, Inc. (hereafter NTT Docomo) via the Hill's Collection mobile site.

Customers who purchase products from Hill's Collections mobile website are given docomo points based on the value of their purchase.

\*This service is available for Docomo Premier Club™ members only.

In April 2010 Shop Japan and exabody started offering this service through their mobile websites, with Hill's Collection's implementation, now all three of OLM's brands offer points for purchases.



OLM decided to launch the new service with a view to increase customer satisfaction by offering the point-granting service to NTT Docomo users that account for the majority of OLM's brand store mobile website users.

OLM will continue to strive to provide contents that satisfy individual customer's needs and to support lifestyle enrichment for each and every customer.

**Overview of Hill's Collection x NTT Docomo "Docomo Premier Club™" Point Service**

**Service name:** "Docomo Premier Club™" Point Granting Service

**Service launch:** January 15, 2011

**Service offered to:** Members of NTT Docomo's Docomo Premier Club™

\*To receive this service, please register with the Docomo Premier Club™ (no admission fee or annual membership required).

**Service outline:**

(1) Point granting service

Docomo points are given to customers who purchased products from the Hill's Collection mobile website. (Mobile website only.)

Hill's Collection mobile website: <http://hills-m.jp/>

Point system: 1 docomo point per ¥100 purchase (\*Excluding S&H)

\*"i-mode" and "Premier Club" are registered trademarks of NTT Docomo.

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

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