

exabody launches service tie-up with NTT Plala's "Hikari TV Shopping"

Oak Lawn Marketing, Inc. (OLM) announced today that its home fitness and wellness solution brand, exabody, is launching a service tie-up with NTT Plala which operates Hikari TV, a virtual digital service. Starting on July 14, 2011 customers viewing the Hikari TV Shopping site may purchase exabody hit products (Leg Magic X, and Shadow Boxer) by using their remote control.

Utilizing IPTV (Internet Protocol television), customers can access Hikari TV Shopping through NTT Plala's portal site to select and purchase exabody products with their remote control. This benefit enhances the shopping experience from the comfort of your own home.

OLM continuously strives to achieve its company vision of "enriching lifestyles worldwide" by providing the best ideas, products, creativity and entertainment from around the world. This new service offers customers an even more enjoyable way of shopping for exabody products via the convenience of their home TV.



<トップ画面>

Image of Hikari TV



<『ひかりTVショッピング』画面>

Image of Hikari TV Shopping

※Images are for reference only and are subject to change

Service overview:

Hikari TV Shopping

Products available

- Leg Magic X (exabody)
- Shadowboxer (exabody)

Availability

Starting from July 14, 2011

Target audience

Hikari TV subscribers

Payment methods

COD or credit card



Product image: Leg Magic X



Product image: Shadowboxer

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Benefits of Hikari TV Shopping

1) Shopping via remote control

From the comfort of their homes, customers can easily select and purchase products with their TV remote controls.

2) Subscription pays off

Hikari TV subscribers can skip time consuming registration processes as customer information was previously recorded at the time of subscription.

3) Safe & secure shopping environment

Customers can prevent children or other people from making purchases by setting security codes.

For more information,
contact the PR Section at Oak Lawn Marketing, Inc. at +81-3-6746-0324.