

July 5, 2011

exabody launches fitness counter app on Android Market

Oak Lawn Marketing, Inc. (OLM) announced today that its home fitness and wellness brand, exabody has launched a free, fitness counter app on the Android Market. Smartphone users can go to the Android Market and download the free app entitled “Ikemen Counter” (ikemen means good looking in Japanese) to use when they workout on Leg Magic X.

Designed to encourage Leg Magic X users to stick to their fitness programs, the app takes exercising to a new level as images of good looking men alternate every 4 seconds while customers do 60 second sets on Leg Magic X. To further encourage users, images of handsome men cheer on users with phrases like “Hang in there”. The app allows users to do 60 second sets for up to 10 sets at a time and has a function that allows users to take breaks in between sets.

In addition to images of handsome men, users can also change settings to allow them to import images from their own picture files. The app has the potential for multiple functions such as a kitchen timer or whatever your imagination allows. In the near future the app will also be available on the App Store and Docomo Market.

To date 1.6 million units* of Leg Magic X have been sold in Japan, the fitness machine is well-known for its slogan “Can you hang in there for 60 seconds” and allows users to exercise inner leg muscles that are difficult to get in shape.

*Sales of the Leg Magic series as of June 2011.



※Icon for “Ikemen Counter”

”Image is for reference only and is subject to change

Service overview

Service content

App name: "Ikemen Counter" (good looking men fitness counter)

OS: Android OS 2.1 - 2.3

iOS 4.2 and above

Dave available: July 5, 2011



※Main menu & images of "Ikemen Counter"

"Images are for reference only and are subject to change"

Cost: Free *2*3

*2*Smartphone communication fees are charged separately.

*3 Packet communication fees may increase so we recommend users enroll in flat rate plans.

Access

1. Download from Android Market *4 July 5, 2011
2. App Store Scheduled for July - August
3. Docomo Market Scheduled for August - September
4. au one Market Scheduled for August - September

*4 Android and Android Market are trademarks of Google Inc.

Main functions

Counter

Users can set the fitness counter to do 1 set for 60 seconds for a maximum of 10 sets (10 minutes) and users can also set the timer to allow for breaks from 0 to 90 second intervals.

Changing background images

Free images of approximately 100 good looking men*5 can be downloaded from Android Market, additionally the men automatically call out words of encouragement. Users can also change the fitness counter background with an image from their own mobile phone picture file.

*5 In the near future new background images will be added.

Oak Lawn Marketing is as 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.

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