

March 8, 2011

Oak Lawn Marketing Broadcasts Press Conference Live on Ustream

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 its nationwide launch of a 8 week total beauty program DVD "Inés Secret" from Hill's Collection. A press conference will take place from 2:00pm on March 10th with beauty and fashion expert, Inés Ligron. The event will be broadcast on live on Ustream.

The Ustream program will be hosted by DJ TARO, a multi-entertainer currently hosting J-WAVE "HELLO WORLD" who is active in a wide variety of entertainment channels including TV, radio, CM, narration and various events. Using Ustream and twitter, DJ TARO will broadcast the exciting atmosphere of the event live before the actual start of the press conference so that general viewers can have a backstage pass to the event.

OLM continues to provide highly entertaining contents through various media to support customers in achieving lifestyle enrichment.

Details of the Ustream broadcast

Title: Inés Secret Press Release

Date: March 10 (2:00pm – 3:45pm)

URL: <http://www.ustream.tv/channel/ines-secret>

Hash tag: #inessecret

Contents: Presentation of "Inés Secret", a 8 week total beauty program DVD, and talk show joined by the beauty charisma Ikko.

*Inés Ligron Profile

Born in Paris, France. Inés opened a beauty center at the age of 21 and then went on to build her career in the beauty industry. She later sold the spa and moved to Hong Kong where she was active as a world-class model agent for IMG Models, becoming Director of the Asian Region. In 1988 she was appointed by Donald J. Trump to be Japan's National Director of the Miss Universe Pageant and guided Japanese women to obtain top 5 finishes in the world beauty contest. In 2006 Japan took 2nd place and then in 2007 went on to take first place in the Miss Universe pageant. Currently she is active as a beauty and fashion expert and travels around the world sharing her top-level knowledge with everyday women.

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

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