

March 8, 2011

OAK LAWN MARKETING, INC.

Oak Lawn Marketing Distributes Product-related Movie via iMenu “Movie” and DOCOMO Market (Smartphone)

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 the nationwide launch of its 8 week total beauty program DVD “Inés Secret” from Hill’s Collection.

In line with the launch of the new product, OLM will distribute a movie entitled the “Magic Lesson” which is based on “Inés Secret” via iMenu “Movie” and DOCOMO market (Smartphone) operated by NTT DOCOMO, Inc. from March 10.

The movie “Magic Lesson” which costars popular actresses, Mari Hoshino and Mitsuki Tanimura, is a heartfelt story in which the two heroines discover “Inés Secret” which enables them to find magic that every woman has within herself, that is, the “magic to shine from within”. Using this magic, both women deeply reflect upon their lives, themselves and finally start to live new and fulfilling lives.

The movie allows viewers to witness how “Inés Secret” transformed the two women.

With the aim of allowing as many people as possible to view the “Magic Lesson”, OLM will initially distribute the movie content via iMenu “Movie” and DOCOMO market (Smartphone), followed by official distribution on YouTube and the Hill’s Collection website.

OLM continues to offer new and exciting products through current media formats that connect users and products with mobile movie content with the aim of supporting each and every customer and help them achieve lifestyle enrichment.

【Logo image】





Outline of Movie Distribution

■ Title

“Magic Lesson”

■ Viewing fees

Free

* Mobile communication fees are charged separately.

■ How to access

DOCOMO i-mode terminal: iMenu[®]* > Doga (“Movie”) > “Magic Lesson”

DOCOMO Smartphone: DOCOMO Market (Smartphone) > Doga “Movie” > “Magic Lesson”

YouTube: <http://www.youtube.com/user/hillscollection>

Hill’s Collection Website: <http://www.hillscollection.jp/ine/move-d.html>

■ Distribution schedule

- iMenu “Doga” (Movie) and DOCOMO Market (Smartphone)

Episode 1 starts on March 10 and the subsequent episodes are distributed every Tuesday.

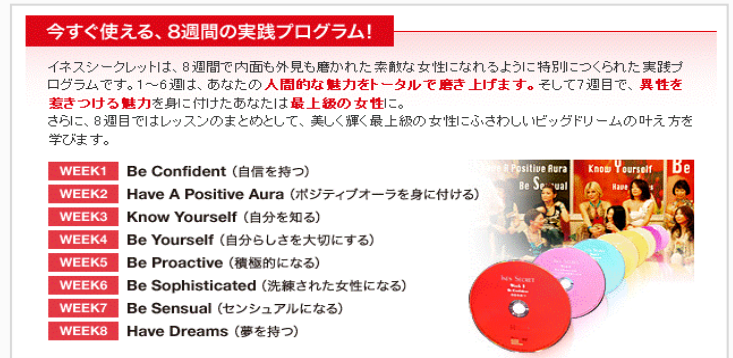
- YouTube

Episode 1 starts on March 11 and the subsequent episodes are distributed every Wednesday.

- Hill’s Collection Website

To be released in sequence.

* “iMenu” is the registered trademark of NTT DOCOMO.



【Product image】

* Actual image may vary.

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

TEL: +81-03-6746-0324

FAX: +81-03-6274-5224