

May 17, 2011

Inés Secret™ app launched for Docomo Smartphone users

Oak Lawn Marketing's (OLM) health and beauty brand, Hill's Collection, is pleased to announce that it is offering an app for its hot new product "Inés Secret™". The app targets female users and will be available for pre-installation in line with two new models of Docomo Smartphones debuting this summer. At a later date we will make announcements regarding extension of pre-installation functions for other Docomo Smartphone models.

The app offers customers the opportunity to try out Hill's Collection's Inés Secret™ free of cost via Docomo Smartphones with Android™ OS versions 2.1 to 2.3 by downloading the app from the Android Market™. In addition to viewing the lesson from Week 1 of Inés Secret™, the app is interactive, allowing users to write in the digital workbook and utilize a dairy to record diet information (the log allows users to keep a record of their meals for one year and includes a weight graph among other useful functions). Furthermore the app includes footage of a special message from fashion & beauty expert, Inés Lignon.

OLM continuously strives to provide contents and services that satisfy individual customer's needs in order to support lifestyle enrichment for all our customers.

Description of app contents

Name of app: Inés Secret™

OS: Android OS 2.1 to 2.3

Date available:

Docomo Smartphone models with pre-installment functions will go on sale in July – August

Service charge: use of app is free

※Smartphone communication fees are charged separately .

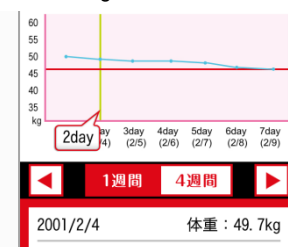
Packet communication fees may increase so we recommend users enroll in flat-rate packet service plans.



Main Menu



Footage of Inés Secret



Graph functions ,log meals, & exercise

To download the Inés Secret™ app:

※ Two new Docomo models; P-07C and AQUOS® PHONE f SH-13C, release date, summer 2011, come with the Inés Secret™ App pre-installed. The app will be available on the Android Market™ this summer for Smartphones using Android™ OS 2.1 and above.

※Smartphone communication fees are charged separately.

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1. From Android Market™ Search Inés Secret™

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Product information

Inés Secret™ is an 8-week program that helps women desiring to refine themselves inside and out to become more attractive.

Weeks 1 to 6 include self-improvement lessons and Week 7 gives tips on how each woman can make herself more attractive to the opposite sex. Week 8 brings everything together and helps women achieve their personal dreams of being the most beautiful woman they can be while retaining their individuality.



Product configurations

8 DVDs (4 sets of 2), 8 workbooks, and start guide, all in a collector's box.※

※DVDs purchased individually do not come with the collector's box.

Oak Lawn Marketing is 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. For more information, contact the PR Section at Oak Lawn Marketing at +81-03-6746-0324.