

May 23, 2011

exabody launches customer support service “nanacle”

Weekly exercise plans to keep you on track!

exabody, Oak Lawn Marketing's (OLM) brand that helps customers lead a healthier lifestyle through exercise is pleased to announce that it is launching a new customer support service, “nanacle”, on May 24, 2011.

The service sends free personalized 7 day exercise plans and recommends meal plans with the aim of assisting customers that are interested in losing weight, exercise goods and to encourage those customers who have already purchased exabody products to keep using them. In addition to exercise plans, nanacle offers a wide variety of functions that help customers keep up with their exercise and weight loss programs. Obtaining a healthier lifestyle has never been easier!

To utilize the free service, customers simply access the nanacle website and sign up! Then customers select exabody products that they already purchased and the areas of their body that they want to improve. Nanacle will then suggest personalized exercise plans in line with exabody products customers have or for those customers who do not, suggest exercise plans that will help them work on targeted areas. Once customers have completed their daily exercises or consumed meals, they can then record this information in their personal log and track changes in weight and body mass index (BMI). Customers can access nanacle anytime and view their progress on the go via PC or mobile.

nanacle's main target is women in their early 20s to 40s who are interested in beauty, health and diet information. Women in this age range tend to be very interested in exercise and diet but tend to quit partway through. nanacle's secondary target is men in their 30s to 40s who start to notice changes in their body and desire to take better care of their health. As many are in their prime working age, they need exercise plans that suit their busy lifestyles.



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Features

Keeping target customers lifestyles and needs in mind, exabody created the free service to make it easy for people to keep up with their exercise plans. The following represent nanacle's four main features.



nanacle site

※Please note that images are for reference only and may change.

1. 1 week plan

Recommended exercise plans are based on short cycles, allowing customers to train at their own pace, reducing the likelihood of quitting. Exercise plans can be adjusted at any time.

2. Viewing data

Customers can log information with a simple click. Information is translated into an easy to understand graph which helps customers track and view their weight and BMI. Customers can also upload a daily photoso they can track changes in their physical appearance, take pictures of meals, and add short text messages to their image.

3. Wealth of information

Customers can access a variety of information – get training advice from personal trainers and healthy, well-balanced recipes. Additionally members can check their current progress and tweet each other. (Tweeting services are linked with members twitter accounts.)

4. Treating oneself

Customers earn points based on their progress. Points can be used towards discounts on exabody products and for lotteries, in addition customers can participate in nanacle events.

exabody and OLM will continually strive to improve the content and tools offered to help customers enrich their lifestyles..

nanacle service overview

Service name: exabody nanacle

※The name is derived from a phrase in Japanese.

Service starts: May 24, 2011

Cost: free

※Mobile communication fees are charged separately .

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

Service content:

- Create exercise plans/ diary to check daily progress & results
- Health and exercise information
- Point system
- Twitter functions, etc., etc.

Access: please use the following URLs or QR code

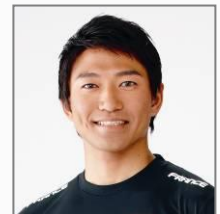
- PCs <http://www.nanacle.jp/>
- Mobile site <http://m.nanacle.jp/>



Profiles

Exercise Expert: Mr. Keiichi Yamamoto (Personal trainer)

Mr. Yamamoto, a bestselling author and personal trainer, uses customized training exercises to help improve his clients' work performance and spiritual well-being. His book, "Why do successful people do weight training?" (Gentosha Inc.) has sold more than 100,000 copies. He comes highly recommended by many executive business people. Mr. Yamamoto is an active writer and appears at many speaking events.



Nutritional Consultant: Ms. Rika Kawabata (Nutritionist)

Since leaving her tenure as the Nutritionist for the Japanese Olympic Volleyball Team (Athens, 2004) Ms. Kawabata has worked with many professional soccer and baseball players and helped athletes improve their performance. Her recipes, based on the most modern scientific nutritional information, are very popular among many athletes for their flavor and nutritional value.



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

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