

October 13, 2011

Oak Lawn Marketing wins 2011 ERA MOXIE AWARD for Best Mobile Marketing Campaign

Oak Lawn Marketing, Inc. (OLM) is pleased to announce that it was awarded with the Best Mobile Marketing Campaign at the ERA MOXIE AWARDS held at the D2C Convention in Las Vegas, U.S.A. on September 15th 2011.

OLM won the Best Mobile Marketing Campaign Award for its mobile phone video promotion campaign “Get a flat stomach” for Core Rhythms which was broadcasted on BeeTV from February 1, 2011. This is the first time OLM received this award.

Core Rhythms is a fitness DVD sold under OLM’s exercise and wellness brand, exabody. This unique mobile phone video “Get a flat stomach” was broadcasted on BeeTV - a special mobile phone video service which has over 1.84 million members. BeeTV subscribers can enjoy watching short dramas, variety shows and listening to music all through the convenience of their mobile phones.

Generally DVD fitness programs are 20 to 40 minutes in length, however to allow customers to try out the exercise video, the fitness programs were broken up into 7 short fitness programs focusing on waist, back and leg exercises. Based on the concept of “a mobile gym that you can carry everywhere”, these programs were broadcast on mobile phones from February 1, 2011.

OLM will continue to strive to provide contents that satisfy individual customer’s needs and to support lifestyle enrichment for each and every customer.



Overview of ERA

ERA began in 1991 as the National Infomercial Marketing Association

Changed its name to the Electronic Retailing Association in 1997

Currently ERA membership includes DRTV companies, traditional advertisers, call centers, consultants, media buyers, retailers and suppliers.

OLM joined ERA in 2005

ERA Homepage: <http://www.retailing.org/>

About the 2011 ERA D2C Convention

Electronic Retailing Association's 2011 ERA D2C Convention is the 21st annual convention where the industry's top technology innovators, manufacturers, buyers and marketers meet to learn about the hottest trends in the direct-to-consumer marketplace and meet with partners and potential customers to seal critical business relationships. The event will feature more than 3,900 attendees from more than 60 countries.

About the ERA MOXIE AWARDS

The ERA Moxie Awards represent the best in television, radio, online and mobile DR. In addition to outstanding campaigns there are over 30 MOXIE AWARDS that will be presented to the industry's top companies and individuals.

Accessing BeeTV (Only available via NTT docomo mobile phones)

From iMode: iMode>video>BeeTV or iChannel>BeeTV

From smartphones: docomo market>video>BeeTV

Official site: <http://beetv.jp>

※BeeTV is a contents service provided for docomo iMode and SP mode via Avex Broadcasting & Communications Inc.

Monthly subscription fees for BeeTV cost 315 yen.

※Subscription to packet fee services are necessary to utilize this service.

※For SP mode versions, we recommend subscribing to packet services.

※Only certain models may use this service, please check with BeeTV for details.

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.

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