

October 18, 2011

Oak Lawn Marketing holds “exabody festival 2011”

Oak Lawn Marketing, Inc. (OLM) announced today that it will hold a special exercise event to celebrate the 3rd anniversary of the launch of exabody, its health and wellness brand. In appreciation of exabody customers, free fitness lessons will be held during the “exabody festival 2011”.

This event will feature two special fitness instructors. The widely popular sports trainer Mr. Tadashi Kaneko, who specializes in stretching, will lead a seminar called “Kubirecchi” (twisting & stretching). And Ms. Jaana Kunitz, exabody’s hit dance instructor and inventor of exabody’s popular exercise DVD “Jaana Rhythms”, will lead “Jaana LIVE lessons”.

Additionally, exabody guests will have the opportunity to try out popular exabody goods on hand at the event. Furthermore exabody customers can visit the nanacle booth, register with the customer support service and put their name in a lottery to win exabody goods. Many other fun programs specially designed for exabody customers will also be available.

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



Logo for exabody festival 2011

※Image subject to change

Event overview

Name of event: “exabody festival 2011”

Event HP: <http://www.nanacle.jp/festival2011/detail.html>

Date/time: Oct 23 (Sun), 2011 13:30~17:00 (doors open at 12:00)

1st half: 13: 40~14: 40 “Kubirecchi” (twisting & stretching) seminar by Mr. Tadashi Kaneko

2nd half: 15: 00~16:00 Jaana Rhythms Special Live Lesson

Visitors will also have the opportunity to try out exabody products, visit the exabody nanacle (customer support service) booth and put their name in a lottery to win exabody goods.

Location: THE GRAND HALL, Tokyo

(3F, Shinagawa Grand Central Tower, 2-16-4 Konan, Minato Ward, Tokyo 108-0075)

Audience: 150 guests (exabody testimonialists, customers registered with exabody’s membership program “nanacle”). *Due to popular demand, registration was closed on Oct. 18, 2011

Special instructors: Mr. Tadashi Kaneko and Ms. Jaana Kunitz

Profiles

Mr. Tadashi Kaneko (Sports Stretching Instructor)

Tadashi is a sports trainer specializing in stretching, an entrepreneur and is currently active as a professional kickboxer (Japan Featherweight 2nd class). In addition to obtaining a professional license in kickboxing, Tadashi studied sports stretching and instructs a wide range of clients – professional and amateur athletes, professional dancers, celebrities, models and people with no background in sports.



Ms. Jaana Kunitz (Dance Fitness Instructor)

Jaana is a licensed instructor with the American Council on Exercise.

Jaana is a 10 time World champion Latin dancer and is known around the world as being the Latin dancer with the most TV appearances. In 2007 she helped make the dance exercise DVD “Core Rhythms” a hit in Japan and then in 2011 she produced “Jaana Rhythms” which includes 10 minute dance programs of disco, hip hop, latin dance and belly dancing.



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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