



September 13, 2011

President Hill chosen to be Chairman-Elect of the Electronic Retailing Association

Oak Lawn Marketing, Inc. (OLM) is pleased to announce that Harry A. Hill, President & CEO, has been chosen to be the Chairman-Elect of the Electronic Retailing Association (ERA) as of September 13, 2011 (September 9, 2011 in the United States).

The Electronic Retailing Association (ERA) is the trade association in the U.S. and internationally that represents leaders of the direct-to-consumer marketplace, which includes members that maximize revenues through electronic retailing on television, online and on radio. ERA strives to protect the regulatory and legislative climate of direct response while ensuring a favorable landscape that enhances e-retailers' ability to bring quality products and services to the consumer. Currently ERA represents more than 450 companies in 45 countries—and continues to expand.

OLM became a member of ERA in 2005 and as of today and for the next year, Hill will serve as Chairman-Elect and then will serve for a year as Chairman from September 9, 2012. This is the first time that a representative from a non-American company will serve as Chairman of the ERA, which is headquartered in Washington, D.C.

During Hill's tenure as Chairman-Elect and Chair of the ERA he will work to promote and establish a global network based on OLM's vision of "Enriching Lifestyles Worldwide". And as a representative of Japan's DRTV industry Hill will strive to contribute towards expanding Japan's presence in the global DRTV market.

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.

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



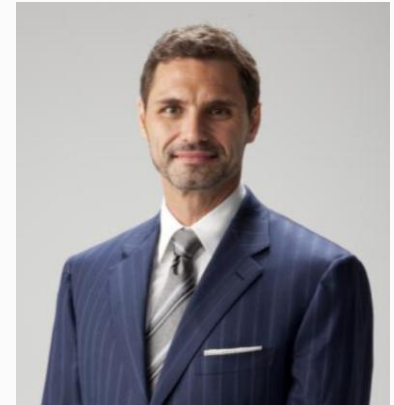
Profile: Harry A. Hill

Birth date: July 22, 1963

Raised in New York State

Education: Cornell University (New York State)

Graduated with a B.A. in English Literature



Professional background

Founded H&R Consultants in August 1993 with Robert Roche

Joined Oak Lawn Marketing to manage the call center in September 1999

Director of DRTV operations at the call center in June 2000

Director of Shop Japan operations in June 2003

COO in November 2004

President & CEO in June 2006

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, Inc.

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