

**Oak Lawn Marketing jointly produced the DR industry's first shopping program for NOTTV, the new smartphone TV broadcaster, to further expand its sales channels by cross-media promotions**

Oak Lawn Marketing, Inc. (OLM) is pleased to announce that it has created a new shopping program for NOTTV, the smartphone-only broadcaster, jointly with mmbi, Inc. (President, Harunari Futatsugi and headquartered in Minato Ward, Tokyo) The program is named “Mototoru Shopping: UjiKoji no Ogiri Dojo”(hereinafter referred to as “Mototoru Shopping”) and broadcasts from April 7.

Mototoru Shopping introduces selected two or three products from OLM’s lineup with comedy dialogues (known as Ogiri in Japanese) associating with the products, along with showing product introduction footage. Links to the product’s purchasing page are set up on the datacasting screen and allows viewers to buy products at anytime during the broadcast. What’s so unique about Mototoru Shopping is that, just as its name of Mototoru (means “recovering the cost”), viewers get 420 yen discount off the purchase price as long as the order is placed on the datacasting page, so that they can offset the cost of NOTTV monthly service fee of 420 yen. Such offer is the first time in the DR industry.



Image of studio set for Mototoru Shopping

OLM has collaboratively worked with mmbi to provide demo contents for V-High Multimedia Broadcasting service (Mobacas) to “Wireless Japan 2010” and “CEATEC JAPAN 2010”, which led up to this cooperative work on the shopping program.

In “Mototoru Shopping: UjiKoji no Ogiri Dojo”, we will work on improving the TV viewing and shopping experience by utilizing the strengths of smart phones and tablets’ ability to be continuously connected to the internet.

OLM continuously strives to provide services to meet every customer’s need through various media forms to achieve its company vision of lifestyle enrichment.

**Program Information:**

■Program name

Mototoru Shopping: UjiKoji no Ogiri Dojo

■Broadcasting schedule

Starts from 12:00 on April 7, 2012 (Every Saturday at 12:00 to 12:45)

■Subscription fee

420 yen (including tax) as NOTTV monthly service fee

■Program contents

Comedian duo UjiKoji, other two young comedian duos and a Mototoru girl Nasa have comedy dialogues associating with OLM' s products. Viewers can enjoy both funny conversations and shopping at the same time and also save money.

**About NOTTV:**

NOTTV is a new broadcaster run by mmbi, Inc which utilizes V-High multimedia broadcasting services (Mobacas). It is the country's first dedicated smart phone TV channel different from either the conventional TV or Video on Demand.

■How to access

Activate NOTTV app with NOTTV-compatible smart phones

※NOTTV-compatible smart phones are necessary to watch NOTTV.

※NOTTV monthly service fee of 420 yen is required.

※Please go to NOTTV official website for information of NOTTV-compatible smart phones.

■NOTTV official website

<http://www.nottv.jp/> \*NOTTV is a trademark of mmbi, inc.

\*Mobacas is a trademark of Japan Mobilecasting, Inc.

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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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