

December 18, 2012

Big chance for the users of TRF EZ DO DANCERCIZE!An exciting campaign to celebrate TRF's 20th anniversary is now on.***Let's Dancercise with TRF! Invitation to TRF Live Tour!*****800 people can win a chance to dancercise with TRF on stage during their national tour, live tickets or original items that are not available anywhere else!**

Oak Lawn Marketing (hereinafter referred to as "OLM") is pleased to announce that it is holding a special campaign titled "Let's Dancercise with TRF! Invitation to TRF Live Tour!" from December 18, 2012. The campaign is for the customers who purchased TRF EZ DO DANCERCIZE, an exercise DVD product jointly created with Avex Marketing Inc.

Campaign Summary

During the campaign named "Let's Dancercise with TRF! Invitation to TRF Live Tour!", 800 people who purchased the DVD product will have a chance to win great prizes including a dreamlike opportunity to be on stage with TRF members during their 20th anniversary national live tour, live tickets and original items you can't buy anywhere else.

The prizes for the campaign are divided into two phases. The prize of the first phase is an EZ DO DANCERCIZE special lesson by SAM, ETSU and CHIHARU. The winners will also be given a chance to dance with TRF members on the stage of their national tour titled "TRF 20TH Anniversary Tour". If you really love TRF and have a strong passion to dancercise with them, dance experience is not required to enter in the drawing!

The prizes for the second phase are tickets for the TRF concert that will be held in six venues all around the country will be presented to 50 pairs of people, original T-shirt to 200 people and original towel to 500 people.

Please refer to the following information to participate in the campaign.

How to participate in the drawing

Eligibility

People who purchased more than one disc from the all three discs of TRF EZ DO DANCERCIZE can apply for the campaign.

*Please note that the product purchase must be made after January 7, 2013 to participate in the second phase of the campaign.

Prize

■The first phase

The winners can join an EZ DO DANCERCIZE special lesson by SAM, ETSU and CHIHARU. They will also be given a chance to dance on a stage of TRF 20TH Anniversary Tour, as well as a TRF T-shirt as a token of participation.

*The special lessons will be held in multiple cities in Japan and the winners can choose which lesson to attend. For details, please check information on the application form.

*Participation will be by lottery if the number of applicants exceeds the number we accept.

■The second phase

Live tickets of "TRF 20TH Anniversary Tour" to 50 pairs of people.

*You can choose one venue from Zepp Tokyo, Zepp Sapporo, Zepp Fukuoka, Zepp Namba, Zepp Nagoya and Zepp Divercity (Tokyo).

Original T-shirt to 200 people and original towel to 500 people.



※Design Image

How to apply

■The first phase

A customer can apply for one venue with every purchase of the product. Please completely fill out the form including the ordering number provided at the time of purchase (the number is printed on the purchase invoice), and enclose the applicant's face picture and whole body picture each. Mail us the application form after putting a stamp on the envelope. For those customers who purchased the product in a store, please attach a receipt instead of writing the ordering number. Please note that a copy of the receipt is not acceptable and losing the original receipt means the loss of your right to apply for the campaign. Those people who have purchased the product before the announcement of the campaign are also eligible. Please go to the product's website to download the application form.

*Please thoroughly read precautions on the application form before sending it.

■The second phase

The second phase of the campaign is only for those customers who make a purchase on and after January 7, 2013. A customer can make one application with every purchase of the product. Please completely fill out the form including the ordering number provided at the time of purchase, and mail us the application form after putting a stamp on the envelope. For those customers who purchased the product in a store, please attach a receipt instead of writing the ordering number. Please note that a copy of the receipt is not acceptable and losing the original receipt means the loss of your right to apply for the campaign.

The application form is available to download on the TRF EZ DO DANCERCIZE website on and after January 7, 2013.

*Please thoroughly read precautions on the application form before sending it.

Application deadline

■The first phase

Period for acceptance: December 18, 2012 to January 25, 2013

Deadline: The deadlines vary depending on the venue of concert. Please read the "guideline to apply for the first phase" on the application form.

■The second phase

Period for acceptance: January 7, 2013 to February 27, 2013

Deadline: Application must arrive by February 27, 2013

Announcement of winners

Winners will receive the winning notification or prize without prior announcement.

For inquiries about the campaign

Please contact the "Let's Dancercize with TRF! Invitation to TRF Live Tour!" campaign office.

Phone number : 03-3461-0320

Office hour : 4 pm to 9 pm (except weekends and holidays including December 31, 2012 to January 3, 2013)

email address : jimukyoku@dancercize.jp

*Please note that we do not accept any inquiries about the applicant screening and selection.

Updated information about the campaign

Please visit our website (<http://trfezdodancercize.jp>).

About TRF EZ DO DANCERCIZE

TRF EZ DO DANCERCIZE is an exercise DVD program developed to mark the 20th anniversary of TRF, the avex's popular dance and vocal unit. This exercise program was designed by the TRF's dance creators SAM, ETSU and CHIHARU with their 20 years of dance experiences.

- Product Configuration: Three DVDs
- Run time: about 53 minutes each including bonus contents (160 minutes in total)
- Price : 9,900 yen with tax
- Product web site URL: <http://trfezdodancercize.jp>
- Supplier: avex club
- Distributor: exabody



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

Oak Lawn Marketing is a media and branding company headquartered in Nagoya, Japan with offices in Tokyo and Sapporo 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 enrich customer's lifestyle bringing them exciting products from around the world.

For more information, contact the PR Section at Oak Lawn Marketing, Inc.

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