

Oak Lawn Marketing Starts “docomo Premier Club” Point Service on Smartphone Sites

Oak Lawn Marketing (hereinafter referred to as “OLM”) is pleased to announce that it will start “docomo Premier Club®” point service on OLM smartphone sites from June 16, 2012.

Customers that make a purchase on OLM’s official smartphone sites (Shop Japan, Hill’s Collection and exabody) will earn docomo points depending on their purchase amounts.

*This service will be applied to docomo Premier Club members only.

This service has already been launched on our mobile sites which are accessible from docomo’s i menu since April of 2010, and OLM is expanding the service to its smartphone sites to make it available for more customers.

The purpose of this service expansion is to improve the satisfaction level of NTT docomo users, many of whom are OLM’s mobile site customers as well. OLM continuously strives to provide various services to achieve the company vision of lifestyle enrichment.

Service Description

■Name: “docomo Premier Club” Point Service

■Date available: From June 15, 2012

■Users: Members of NTT docomo Premier Club

*Registration to docomo Premier Club is required (No registration fee or annual fee required)

■Service content:

docomo points are given to customers who purchased OLM products on the following mobile and smartphone sites of OLM’s three brands.

Shop Japan Mobile Site (<http://sjm.jp/>)

dmenu>Menu List>Shopping>Catalog/DRTV >Shop Japan

imenu> Menu List> Shopping /Ticket> Catalog/DRTV /Department store> Shop Japan

Hill’s Collection Mobile Site (<http://hills-m.jp/>)

dmenu>Menu List>Shopping>Catalog/DRTV > Hill’s Collection

imenu> Menu List> Shopping /Ticket> Catalog/DRTV /Department store>> Hill’s Collection

exabody Mobile Site (<http://exa-m.jp/>)

dmenu>Menu List>Shopping>Catalog/DRTV > exabody

imenu> Menu List> Shopping /Ticket >Sports/Outdoor> exabody

Point earning rule: 1 point per 100 yen of purchase (tax included) *Does not include shipping fee.

*“docomo Premier Club” and “dmenu” are trademarks of NTT DOCOMO, INC.



Shop Japan



Hill’s Collection



exabody

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

TEL: +81-3-6746-0324 FAX: +81-3-6274-5224 E-mail:pr@oaklawn.co.jp