



June 22, 2012

Pirate DVD Seller Arrested for Selling Oak Lawn Marketing's Exercise DVD, *Jaana Rhythms*

Oak Lawn Marketing, Inc. (hereinafter referred to as OLM) has confirmed that on June 7, 2012, Kochi Prefectural Police (Consumer & Environmental Protection Division) and Sukumo Police Station jointly arrested a man who allegedly violated copyrights by pirating and selling OLM's exercise DVD, *Jaana Rhythms*. OLM cooperated with the investigation by verifying the authenticity of suspected products.

The suspect sold four illegally copied discs of *Jaana Rhythms* to a woman who lives in Kochi Prefecture at less than 2,400 yen around April 16, 2012. OLM, whose exercise brand "exabody" owns the exclusive distribution right of *Jaana Rhythms* in Japan, has been cooperating with the investigation after receiving a report from Association of Copyright for Computer Software (ACCS) regarding the existence of the counterfeit item.

OLM will continue to maintain a strict stance against companies/individuals that sell counterfeit goods. In order to protect consumers and intellectual property rights from counterfeit goods, OLM is undertaking actions to strengthen its efforts.

Case Overview (According to information released by ACCS)

■The revelation of the case:

A customer who was concerned about the authenticity of the item she purchased consulted the police, and then OLM, the owner of the product copyright, received a report through ACCS.

■Regular retail price of official *Jaana Rhythms*:

9,900 yen

■House search:

The police searched the suspect's house on the day of his arrest and seized about 500 pirated DVDs.

■Suspect's statement:

The suspect admitted to the allegations.

■Parties in charge of authenticity verification and suit filing:

Oak Lawn Marketing, Inc. and Body FXLLC

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 bring its customers exciting products from around the world.

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