

November 8, 2012
Oak Lawn Marketing, Inc.
Radishbo-ya Co., Ltd.

Business collaboration between Oak Lawn Marketing and Radishbo-ya to create NTT DOCOMO Group synergy

Oak Lawn Marketing, Inc. (hereinafter referred to as “OLM”) is pleased to announce that it will collaboratively work with Radishbo-ya Co., Ltd. (President, Daisuke Ogata and headquartered in Shinjuku, Tokyo. Hereinafter referred to as “Radishbo-ya”) for the purpose of improving customer convenience. Radishbo-ya is a company which provides the member-only home delivery service of organic vegetables, additive-free food and environmentally friendly products.

This is the first collaboration between OLM and Radishbo-ya, which both belong to the DOCOMO Group and whose largest shareholder is NTT DOCOMO.

The collaboration will start with the sale of an OLM's product—Magic Bullet Deluxe, sold by one of OLM's shopping brands Shop Japan—in Radishbo-ya's shopping catalog titled Genki-Kun.

The Genki-Kun catalog is distributed to about 107 thousand of Radishbo-ya member households every week and has gained great trust from readers by offering safe food and eco-friendly items for daily use.

As to OLM's Magic Bullet Deluxe, it is a versatile food processing machine capable of seven types of food preparation—chopping, grating, milling, mixing, crushing, grinding, and whipping. This product has sold *over two million units in Japan and has been extremely popular since its release in 2005.

Through this collaboration, OLM aims to strengthen its sales force by utilizing the Genki-Kun catalog's ability to reach broad customers; while Radishbo-ya aims to improve customer satisfaction by introducing the Magic Bullet Deluxe along with their safe and reliable food products to simplify people's kitchen tasks.

OLM and Radishbo-ya strive to create maximized group synergies to provide better and more convenient products and services to our customers.

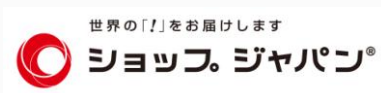
*Total number of the units shipped out from August 2005 to the end of September 2012

Action summary:

Shop Japan's Magic Bullet Deluxe is to be offered in Radishbo-ya's member-only catalog "Genki-Kun" (4th issue in November 2012) with a free gift of its original recipe collection, Happy Kitchen Notes 101.

- **Sales media** : "Genki-Kun" catalog to be distributed to 107 thousand households (*as of February 2012)
 - **Catalog issue** : 4th issue in November 2012 (to be distributed from November 12)
- **Product for sale** : Three colors of Magic Bullet Deluxe and its recipe book "Happy Kitchen Note 101"
- **Sales Price** : 9,800 yen including tax

About Product:



Magic Bullet Deluxe



Happy Kitchen Notes 101

Eliminate seven cooking aggravations! Prepare food easily just by pushing a button for 10 seconds.

The Magic Bullet Deluxe makes cooking easy by providing seven functions. To perform troublesome tasks like chopping, grating, milling, mixing, crushing, grinding, and whipping, you only need to place the ingredients in the cup and hold down the button for 10 seconds. The Magic Bullet Deluxe simplifies and quickens kitchen tasks ranging from everyday cooking, making sweets to preparing meals for babies and elderly people for healthy eating. It shortens cooking time so helpful for people with a busy schedule. We also have a special recipe book, Happy Kitchen Notes 101, features 101 dishes you can make with the Magic Bullet Deluxe in a breeze.

About Genki-Kun catalog:



"Genki-kun" catalog

Catalog name: Genki-Kun

Specification: Color printed and tabloid format with about 50 pages *The number of pages varies weekly

Circulation: About 107 thousand copies

Issuing frequency: Weekly

Number of items introduced: About one thousand items

Main categories of products: Produce, fishery products, stock farm products, beverages, items for daily use, cosmetics and the like.

*This is a joint news release by Oak Lawn Marketing, Inc. and Radishbo-ya Co., Ltd.

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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