

October 17, 2012

## “Hill’s Diet presents: Dream Diet Grand Prix 2013” Now accepting applicants!

Oak Lawn Marketing, Inc. (herein referred to as “OLM”) is pleased to announce that it’s now accepting applicants for the “Hill’s Diet presents: Dream Diet Grand Prix 2013.”

The Dream Diet Grand Prix is a diet contest that has been held annually since 2008, with the theme of “To Meet a New Me.” The contest is a competition amongst challengers who desire to lose weight healthfully and be more beautiful. Challengers go on a three month diet program to transform their bodies and minds. The purpose of this event is to help people make their dreams come true and get the very best smile on their faces.

Next year will mark the sixth anniversary of the Dream Diet Grand Prix. The contest is open to men and women over 18 years old. Participants will undergo a diet program, supplied with Hill’s Collection’s “Hill’s Diet Pastel Jelly” and “Hill’s Diet Gourmet Risotto” free of cost. In the past five contests, we received a lot of positive feedback such as “My life is more enjoyable since I lost my weight!” and “My new life has just started.”



This time, 60 participants will be chosen to go on a two month diet program that includes nutritional advice from an expert to ensure that their results are healthful and successful. A Grand Prix winner will be rewarded with prizes worth one million yen to be used to fulfill his/her dreams.

Also, all applicants will receive three packets of Hill’s Diet product as a token gift.

Please see the following for the event overview.

**Event overview**

Application for the participation

- How to apply:  
Please go to our website linked below and print out the entry form. Then, after reading the consent form, fill out the entry form and send it with your pictures by mail. \*Please note that your entry form will not be returned.  
URL: <http://www.hillscollection.jp/diet/grandprix/>
- Requirements for applicants:
  1. People who can be on a diet program from January 13, 2013 to March 14, 2013.
  2. People who can attend all the meetings below.  
Diet Start Meeting on January 13, 2013  
Final measurement and photo shooting on April 6, 2013  
Award presentation ceremony on April 7, 2013
  3. Healthy males and females over 18 years old who reside in Japan. \*excluding high school students
  4. People who can read and consent to our personal information processing policy.
  5. People who can cooperate to all PR activities by the event holder.
- Application deadline:  
Application forms must be received by the end of December 4, 2012
- Screening and announcement of participants  
Successful applicants will receive an invitation to the first meeting around December 18, 2012.
- For detailed information, please visit our website:  
URL: <http://www.hillscollection.jp/diet/grandprix/>

About final screening and award presentation

- The award presentation ceremony is to be held on April 7, 2013
- Prizes:

Grand Prix winner	Luxury trip (700,000 yen value) & 300,000 yen cash prize
Semi-Grand Prix winner	Luxury trip (300,000 yen value) & 200,000 yen cash prize
Judge's special award winner	200,000 yen cash prize
Hill's Diet award winner	200,000 yen cash prize
Prize winner	50,000 yen cash prize
OMRON HEALTHCARE award winner	OMRON products worth 50,000 yen



\*Sponsored by OMRON HEALTHCARE Co., Ltd

The detailed information about the award presentation ceremony will be announced at a later date.

### About Hill's Diet products by Hill's Collection

Hill's Diet is a meal replacement food for calorie control, developed for people who wish to eat good food and feel full even when they are on a diet. Also to support their efforts to be more beautiful, we placed focus on three important elements: taste, satisfaction and nutrition. The product lineup consists of ten flavors of Pastel Jelly, topping sauce, five flavors of Gourmet Risotto, Balance Cookie and Bi-Pastel Gelée.



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.

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

株式会社 オークローンマーケティング

【本社】〒461-0005 名古屋市東区東桜1-13-3 NHK名古屋放送センタービル14F TEL:052-950-1124 FAX:052-950-1524  
【Head Office】NHK Nagoya Broadcasting Center Bldg. 14F, 1-13-3, Higashi Sakura, Higashi-ku, Nagoya Japan 461-0005 TEL / +81 52-950-1124 FAX / +81 52-950-1524

NTT  
**docomo**  
当社はNTTドコモグループです。

OLM00000001.001