



September 11, 2012

**exabody's exercise DVD "TRF EZ DO DANCERCIZE"
will be shown on DAM karaoke system
You can enjoy karaoke and dancercize at the same time!**

Oak Lawn Marketing (hereinafter referred to as "OLM") is pleased to announce that its exercise DVD product "TRF EZ DO DANCERCIZE" will be used as music video of TRF's hit tunes on DAM karaoke system, which is installed nationwide by DAIICHIKOSHO CO., LTD, from September 16, 2012.

"TRF EZ DO DANCERCIZE" was specially developed to commemorate TRF's 20th anniversary in 2012. TRF (Tetsuya Komoro Rave Factory) is a pop dance and vocal group that belongs to avex record label. TRF dancers, SAM, ETSU and CHIHARU, created, demonstrated and instructed a dance exercise program in an easy-to-follow manner. The product has been well received by customers who enjoy exercising with three greatest hits of TRF: "EZ DO DANCE", "survival dAnce ~ no no cry more~" and "BOY MEETS GIRL."

This time, the dance part from each disc of the product, in which users can run through a dance sequence they learned in the former part of the programs, will be shown on the DAM system when any of the three TRF songs is played for karaoke.

"TRF EZ DO DANCERCIZE" is aimed to allow anyone, even beginners, to naturally learn dance moves through a continuous daily exercise. This karaoke contents distribution will provide those people who already enjoy the program at home with an opportunity to demonstrate what they've learned so far; while those who are new to the product can try out the program in the nearest karaoke box.

OLM continuously strives to provide innovative products and services that deliver a pleasant surprise to customers through various media forms to achieve the company vision of lifestyle enrichment.

Service Overview

Available period:

September 16, 2012 - August 31, 2013

Available songs:

“EZ DO DANCE” – Dancercize ver. (Orikara)

“survival dAnce ～no no cry more～” – Dancercize ver. (Orikara)

“BOY MEETS GIRL” – Dancercize ver. (Orikara)

Karaoke machines compatible with the service:

LIVE DAM and Premier DAM

*This service may not be available on some devices since it is distributed via broadband only.

Movie image:



“EZ DO DANCE”



“survival dAnce ～no no cry more～”



“BOY MEETS GIRL”

Product image:



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.

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