



September 13, 2012

OAK LAWN MARKETING, INC.

Avex Marketing Inc.

“TRF EZ DO DANCERCIZE”
Already sold over 300,000 discs (100,000 units) within
the first 2.5 months of its launch!
Obtained No.1 in Rakuten’s all-around ranking!

*As of Aug 17 to Aug 21, 2012

Oak Lawn Marketing (hereinafter referred to as “OLM”) is pleased to announce that it has sold over 300,000 discs (100,000 units) of its exercise DVD product “TRF EZ DO DANCERCIZE,” which was created jointly with Avex Marketing Inc, within just two months and a half since its introduction on June 24, 2012 until September 4, 2012.

Dancercize, is a style of exercise combined with fun dance moves. “TRF EZ DO DANCERCIZE” has been well received by customers nationwide and ranked No.1 in Rakuten’s all-around ranking as of August 17 to August 21, 2012, meaning that it became the most selling product amongst 102 million items on Rakuten site*.

We have received very positive responses from customers like as following: “I not only enjoy the program but also learn how to dance at the same time,” “It’s so much fun to dance with the popular songs,” “I can dance with my children,” “I feel like I’m taking private lessons from TRF members and it’s really good” and “I can dance with my favorite songs and I sweat a lot!”

“TRF EZ DO DANCERCIZE” was specially produced to commemorate the 20th anniversary of the Avex Record’s popular dance and vocal group TRF (abbreviation for Tetsuya Komuro Rave Factory). It is an original dance exercise program created by TRF members who have 20 years of dance experiences and have been a favorite amongst people from all walks of life especially for their spectacular dance performances. Each lesson program consists of the exercise part and the dance part, which allows viewers to first master dance sequences with easy-to-follow instructions from SAM, ETSU and CHIHARU, and then enjoy dancing on their own with the mega hit songs including “EZ DO DANCE” just like a member of the group.

Also, each disc is designed to target specific body parts of upper body, waist and lower body, so that a toned dancer-like body can be effectively built. This product is good for both adults who want to get exercise to be in shape and also children who want to learn how to dance, so they can dance and have a great time together.

*According to Rakuten Media Guide for October 2012 to December 2012 (<http://adsales.rakuten.co.jp/mediaguide/>)

Product description:

Product name: TRF EZ DO DANCERCIZE



Product Configuration: 3 DVDs

Run time: 55 minutes each including bonus contents (165 minutes in total)

Price (TBD): 9,900 yen with tax

Product web site URL: <http://trfezdodancercize.jp>

Supplier: avex club

Distributor: exabody

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