

December 2, 2013

Oak Lawn Marketing, Inc.

【News Release】

With hit songs of Dong Bang Shin Ki, Kumi Koda, TRF, and globe
TRF EZ DO DANCERCIZE avex Special Edition
 A new series of the 1.5 million-selling* exercise program will go on sale!

“TRF EZ DO DANCERCIZE avex Special Edition,” a new series of the popular product “TRF EZ DO DANCERCIZE” jointly created by Oak Lawn Marketing, Inc. (HQ: Higashi-ku, Nagoya, President & CEO: Harry A. Hill, Operations: shopping brand “Shop Japan”) and Avex Marketing Inc. will be released on Friday, December 13, 2013.

Preceding the official launch, pre-orders will be available from December 2, 2013 at the product’s website.

▽URL for pre-orders of the “TRF EZ DO DANCERCIZE avex Special Edition”▽
<http://www.shopjapan.co.jp/goods/TRFA01>

■About “TRF EZ DO DANCERCIZE avex Special Edition”

TRF EZ DO DANCERCIZE is an exercise program created by SAM, ETSU, and CHIHARU, members and also choreographers of a popular dance and vocal unit TRF from Avex, with their 20 years of dance experiences. The product has gained great popularity and sold over 1.5 million copies* since its release in June 2012.

The new “TRF EZ DO DANCERCIZE avex Special Edition” consists of four discs, using various artists’ popular songs released from Avex in 25 years of the company’s history: “OCEAN” by Dong Bang Shin Ki, “Butterfly” by Kumi Koda, “Love & Peace Forever” by TRF, and “Feel Like dance” by globe.

Each disc is designed to target different body parts—upper body, waistline, lower body, and fat burning—so that intensive toning effects on each target area can be expected. This program’s dancercize moves, which combined the factors of exercise and dance, are great not only for those people who want to build a toned, dancer-like body, but also for beginners to try and enjoy dancing.

*Total number of shipments from June 24, 2012 to April 26, 2013





Product Overview

- Product name: TRF EZ DO DANCERCIZE avex Special Edition
- Product configuration: 4DVDs
- Run time: DISC1 (approx. 67min.), DISC2 (approx. 64min.), DISC3 (approx. 64min.), DISC4 (approx. 69min.)
- Price: 9,900 yen including tax for a four disc set
- Instructors: SAM, ETSU, and CHIHARU from TRF
- Exercise supervisor: Kazumi Sato
- Songs: “OCEAN” by Dong Bang Shin Ki (released in June 12, 2013)
“Butterfly” by Kumi Koda (released in June 22, 2005)
“Love & Peace Forever” by TRF (released in March 21, 1996)
“Feel Like dance” by globe. (released in August 9, 1995)
- Release date: December 13, 2013
- Pre-order: December 2, 2013
Please visit the TRF EZ DO DANCERCIZE special website and fill out the application form to order.
For more information: <http://www.shopjapan.co.jp/goods/TRFA01>
- Sales channels: Infomercials, retail stores, the official website, and official mobile site
- Supplier: Avex Marketing Inc. (avex dancercize)
- Distributor: Oak Lawn Marketing, Inc.

Lesson Overview

The program consists of the exercise part and the dance part, which allows users to master a full dance sequence of each hit song through exercise they do every day.

*The following contents are all included in each disc.

◆Warm up

◆Exercise—consists of three lessons

LESSON1 is instructed by SAM, LESSON2 by ETSU and LESSON3 by CHIHARU.

Each lesson is divided into the basic phase and the advanced phase, so even beginners can learn the moves at their own pace.

◆Dance

This part is to dance the moves practiced in the exercise part, together with TRF members along to their mega hit songs.

◆Cool down

◆Bonus contents: Kids' dance

Kid dancers' video for children to enjoy dancercize with their parents.



Disc Overview

- DISC1 “OCEAN” by Dong Bang Shin Ki : Upper body program (Upper arms, chest and back)
- DISC2 “Butterfly” by Kumi Koda : Waistline program (Waistline and lower abs)
- DISC3 “Love & Peace Forever” by TRF : Lower body program (Legs and hips)
- DISC4 “Feel Like dance” by globe : Fat burning program (Entire body)

About Instructors



SAM
Dancer
Born on January 13, 1962



ETSU
Dancer
Born on August 11, 1964



CHIHARU
Dancer
Born on February 28, 1967

About TRF

Originally formed as a group named “TK Rave Factory” produced by Tetsuya Komuro in 1992. Starting from “survival dAnce~no no cry more~” released in May 1994 which became their first single ranked number one on the Oricon chart, their five consecutive singles became million seller hits. In the same year, they made many record-breaking achievements including receiving The Japan Record Award and selling over 21 million copies of CD. TRF, consisting of a vocal, a DJ and dancers, is considered as the pioneer of dance entertainment industry in Japan. They have been inspiring people with their overwhelming performances for a long time, promoting the magnificence of dance music and dance performances.

About Exercise Supervisor:



Kazumi Sato

President and CEO of Physical Planning K.K.

Since the establishment of Physical Planning K.K. in 2008, she has been actively involved in training and education of instructors and developments of new exercise programs.

Reference Information

Real dance exercise program of TRF EZ DO DANCERCIZE will be rolled out in TIPNESS studios!

The real dance exercise version of TRF EZ DO DANCERCIZE has been introduced in TIPNESS Limited's "Tip. X Tokyo" in Shinjuku and in Shibuya since July 2013, and it will be rolled out in other TIPNESS studios in the Kanto, Kansai, and Tokai regions from January 2014. We plan to further expand this program to fitness gyms in all over the country.

OLM continuously strives to provide services that meet every customer's need through various media forms to achieve its company vision of lifestyle enrichment.

For more information, please contact our PR Section at Oak Lawn Marketing, Inc.

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