

December 20, 2013

Oak Lawn Marketing, Inc.

【News Release】

New DVD book, “TRF EZ DO DANCERCIZE DVD BOOK ESSENCE”, based on the best-selling “TRF EZ DO DANCERCIZE” series to be released by Takarajimasha, Inc. on December 21, 2013!

A DVD book “TRF EZ DO DANCERCIZE DVD BOOK ESSENCE” based on “TRF EZ DO DANCERCIZE” jointly created by Oak Lawn Marketing, Inc. (HQ: Higashi-ku, Nagoya President & CEO: Harry A. Hill, Operation: shopping brand “Shop Japan”) and Avex Marketing Inc., will be released by Takarajimasha, Inc. on December 21, 2013.

About TRF EZ DO DANCERCIZE

“TRF EZ DO DANCERCIZE” was created to mark the 20th anniversary of TRF, a popular dance and vocal unit of Avex. This exercise program is an original exercise program designed by TRF’s dance choreographers, SAM, ETSU, and CHIHARU with their 20 years of dance experience. This program combines exercise and dance movements, allowing users to naturally learn dance moves while exercising. The program proceeds according to TRF’s mega hit numbers which make it well-accepted by customers across a variety of age-groups and has resulted in sales of over 1.5 million sets *.

*Based on numbers of units distributed from June 24, 2012 to April 26, 2013.

About the DVD BOOK

- ◇ **Title:**
TRF EZ DO DANCERCIZE DVD BOOK ESSENCE
- ◇ **Publisher:**
Takarajimasha, Inc.
Address: 25, Ichibancho, Chiyoda-ku, Tokyo 102-8388
TEL: 03-3239-2508 (Editor) / 03-3234-4621 (Sales)

- ◇ **Features:**
Compiles “TRF EZ DO DANCERCIZE 1st Edition (a set of 3 DVD discs)” into one disc with a total run time of about 66 minutes and focuses on full-body toning.

Program configuration

- Intense program for the upper body (Run time: approx.. 20 min., Song: EZ DO DANCE)
- Intense program for the waist (Run time: approx.. 17 min., Song: survival dAnce ~no no cry)



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- Intense program for the lower body (Run time: approx.. 20 min., Song: BOY MEETS GIRL)
- Warm up + Cool down (Run time: approx.. 9 min.)

◇ **Release date:**

December 21, 2013

◇ **Price:**

¥940 (tax incl.) Book size: A4

◇ **Available at:**

All book stores in Japan and some convenience stores.

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, contact our PR Section at Oak Lawn Marketing, Inc.

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