

February 25, 2013

“TRF EZ DO DANCERCIZE”, exercise DVDs designed by TRF, has sold over 1,000,000!!

“TRF EZ DO DANCERCIZE”, jointly created by Oak Lawn Marketing, Inc. (HQ: Higashi-ku, Nagoya President & CEO: Harry A. Hill, Operations: three shopping brands “Shop Japan”, “Hill’s Collection”, and “exabody”) and Avex Marketing Inc., has sold over 1,000,000 discs* total number compiled from a three series set within an eight month sales period.

*Based on the number distributed from June 24, 2012 to February 6, 2013.

“TRF EZ DO DANCERCIZE” was created to mark the 20th anniversary of TRF, a popular dance and vocal unit of Avex. This exercise program was designed by TRF, which continuously attracts fans of a wide range of ages by spectacular dance performances, using their 20 years of dance experiences. This program combines exercise and dance movements, which allows users to naturally learn dance moves through exercise.

This product got off to a good start with big sales over 300,000 discs* within only two and a half months from the date of its release, owing to the popularity of dancercizing to mega-hit numbers of TRF such as “EZ DO DANCE”. Moreover, it has won the first prize in Rakuten overall ranking from August 17, 2012 to August 21, 2012. It was the best-selling product of over 102,000,000 products on Rakuten website at that time.

* reference: Rakuten Media Guide 2012 August edition (<http://adsales.rakuten.co.jp/mediaguide/>)

Furthermore, we are pleased to announce that, due to overwhelming popularity of “TRF EZ DANCERCIZE”, we will release “TRF EZ DO DANCERCIZE DISC4 Taikan Shuchu Program (Body Core Training Program)” on February 28, 2013, as an addition to our currently sold “Intense program for upper body”, “Intense program for waist”, and “Intense program for lower body”.

The program was designed on the basis of the most popular keyword among our customers, “Taikan (Body Core)”, as a response to many requests to create a sequel.

We believe that the characteristics of the product were in line with the trend of the times, and that the keys to this remarkable success were;

- ①the popularity of megahits of TRF
- ②the fact that it was designed by TRF members, and that the dancing lectures are given by themselves
- ③the well-designed composition of the program to allow people of all generations to have fun
- ④effectivity of the exercise supervised by a charismatic trainer
- ⑤the fact that people in general began to take an interest in dancing since dancing had become a compulsory subject in junior high school by the new course of study in April 2012

⑥the fact that this product was specially and exclusively created to mark the 20th anniversary of TRF.

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.

About TRF EZ DO DANCERCIZE

It is a DVD developed 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 the TRF's dance choreographers, SAM, ETSU, and CHIHARU with their 20 years of dance experiences.

TRF EZ DO DANCERCIZE

■ Product configuration: 3 DVDs

■ Contents of the program:

DISC1: Intense program for upper body

DISC2: Intense program for waist

DISC3: Intense program for lower body

■ Run time:

DISC1: about 54 minutes

DISC2: about 53 minutes

DISC3: about 53 minutes

Total: about 160 minutes *including bonus footages

■ Price: 9,900 yen with tax

* Currently on sale



TRF EZ DO DANCERCIZE DISC4 Taikan Shuchu Program (Body Core Training Program)

■ Product configuration: 1 DVD

■ Content of the program: Taikan Shuchu Program (Body Core Training Program)

■ Run Time: about 64 minutes *including bonus footages

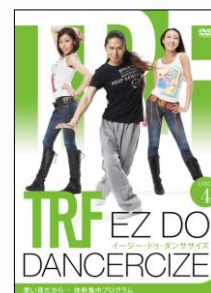
■ Price: 3,800 yen with tax

■ Date of release: February 28, 2013

■ Creator of bonus footages: Kids Dance Program

■ 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.

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