

February 7, 2013

**A special website for the popular exercise DVD series
 “TRF EZ DO DANCERCIZE”,
 which sold over 900,000 discs within 7 months of its launch
 has just opened**

Oak Lawn Marketing, Inc. (HQ: Higashi-ku, Nagoya President & CEO: Harry A. Hill), which runs three shopping brands, “Shop Japan”, “Hill’s Collection”, and “exabody”, has launched a special website for “TRF EZ DO DANCERCIZE”, an exercise DVD product jointly created with Avex Marketing Inc. on February 6, 2013.

**▽”TRF EZ DO DANCERCIZE” special website▽
<http://trfezdodancercize.jp/>**

“TRF EZ DO DANCERCIZE” is a popular exercise DVD product which sold over 900,000 discs* within 7 months since its launch in June 2012. It was developed to mark the 20th anniversary of TRF, a popular dance and vocal unit of Avex. This exercise program was designed by the TRF’s dance choreographers, SAM, ETSU, and CHIHARU with 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 has been well received by customers who enjoy exercising with the big hits of TRF.

*Based on the number distributed from June 24, 2012 to January 16, 2013.

The special website for “TRF EZ DO DANCERCIZE” has dancercising videos of SAM, ETSU, and CHIHARU, which was created exclusively for this website to express the product concept, “Let’s lose weight by cool and fun dancercise.” The videos show the three dancers dancercising to the music by TRF, and appeals how fun and cool dancing is to customers.

You can enjoy watching two dancercise videos taken from stylish angles and with a variety of cameraworks, and dancercising footages of SAM, ETSU, CHIHARU, kids, and general women randomly shown on the website.

There are also hidden trick markers all over in the videos that you can click on to watch special interviews with SAM, ETSU, CHIHARU and behind-the-scene footages, both exclusively made for this website.

Furthermore, there are time-limited footages to make the website even more interesting. If you discover all the trick markers, something special will happen on the website. This website is well designed for customers to want to visit a number of times to find out the special bonus.



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.

Website Description

Title: "TRF EZ DO DANCERCIZE" special website

Release Date: February 6, 2013

URL: <http://trfezdodancercize.jp/>

* This URL is compatible with both computers and smartphones.

Contents

- ◆ videos
 - ・EZ DO DANCE version
 - ・BOY MEETS GIRL version
 - ・Footages of private time version (2 types)
- ◆ News
 - ◆ Product information of TRF EZ DO DANCERCIZE
 - ◆ Product information of en4th
 - ◆ What is dancercize?
 - ◆ Behind-the-scenes stories
 - ◆ What is TRF?
 - ◆ How to play on the website
 - ◆ Shop information of exabody

About Instructors



SAM

Dancer

Birth date: Jan 13, 1962



ETSU

Dancer

Birth date: Aug 11, 1964



CHIHARU

Dancer

Birth date: Feb 28, 1967

About TRF

Formed a group named "TK Rave Factory" with a producer Tetsuya Komuro in 1992.

Their five consecutive singles became million seller hits, including "survival dAnce ~no no cry more~" released in May 1994 that became their first single ranked number 1 on the Oricon chart.

In the same year, they received The Japan Record Award for selling over 21 million CDs and making many record-breaking achievements. The band, consisting of vocal, DJ and dancers, is considered as a pioneer of dance entertainment industry in Japan. They have been inspiring people with their overwhelming dance and music performances for a long time, and are also eager to work on promoting dance music and performances through their activities.

About TRF EZ DO DANCERCIZE

It is a DVD product 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)

■ Price: 3,800 yen with tax

■ Date of release: February 28, 2013

* -COMING SOON- PRE ORDERS WELCOME

Common information

■ 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.

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