

January 25, 2013

New program to the popular exercise DVD series that has sold
900,000 discs* within seven months of its launch
"TRF EZ DO DANCERCIZE DISC 4: Body Core Training Program" will go on sale
You can now exercise with the TRF's mega hit "Samui Yoru Dakara..."

Oak Lawn Marketing (hereinafter referred to as "OLM") is pleased to announce that it will release the new disc of the TRF EZ DO DANCERCIZE, which was jointly created with Avex Marketing Inc. The new disc is titled "TRF EZ DO DANCERCIZE DISC 4: Taikan Shuchu Program (Body Core Training Program)" and will go on sale from around the end of February, 2013. Pre-orders are accepted from January 25, 2013 at the product's special website.

"TRF EZ DO DANCERCIZE DISC 4: Taikan Shuchu Program (Body Core Training Program)" is a sequel to the "TRF EZ DO DANCERCIZE", which sold over 900,000 discs* only within seven months since its launch in June 2012. Due to the addition of the new disc, the series consists of four programs in total.

"TRF EZ DO DANCERCIZE" was developed to mark the 20th anniversary of TRF, the avex's popular dance and vocal unit. This exercise program was designed by the TRF's dance creators 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 doing exercises. The 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

"TRF EZ DO DANCERCIZE DISC 4: Taikan Shuchu Program (Body Core Training Program)" is designed to increase the body's metabolism to burn more body fat, because it mainly consists of core training moves(Core means your body not including your head, arms or legs). Strengthening the core is effective to produce the proper balance, keeping the body toned, and the ability to perform quicker dance move with better posture. The song for the new program is TRF's another his song released in 1993 "Samui Yoru Dakara..." The disc is designed to allow users to master the full dance sequence of this song at the end of the program through the easy and step-by-step instructions by the three TRF dancers, just like a private lesson. Furthermore, a back view function was added in response to feedbacks from our customers. With this function, users can change the screen angle from the front side to the back side, so that they can learn moves more correctly. Please try out our dancercise program to make your body free from rebound weight gain.

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.

Product Description

- Title: TRF EZ DO DANCERCIZE DISC4 Taikan Shuchu Program (Body Core Training Program)
- Product Configuration: 1DVD
- Run time: 65 minutes
- Price (TBD): 3,800 yen with tax
- Instructors: SAM, ETSU and CHIHARU from TRF
- Supervisor: Kazumi Sato
- Release Date: February 28, 2013 (TBD)
- Pre-Order: Starts from January 25, 2013 to February 27
Please visit TRF EZ DO DANCERCIZE Special Website to pre-order (<http://trfezdodancercize.jp/>)
- Sales Channels: TV commercials, retail stores, the official website and official mobile site
- Supplier: avex club
- Distributor: exabody

Lesson Overview

The program consists of the exercise part and the dance part, which allows users to master the full dance sequence of the big hit "Samui Yoru Dakara..." through exercises they do every day.

- ◆ Warm up (About 5 minutes)
- ◆ Exercise (About 42 minutes) – Consists of three lessons (12 to 15 minutes each)
Learn moves from ETSU in Lesson 1, CHIHARU in Lesson 2 and SAM in Lesson 3. Each lesson is divided into two levels (basic and advanced) so even beginners can learn with step-by-step instructions and then proceed to more advanced practice.
- ◆ Dance (About 5 minutes)
Dance the moves practiced in the exercise part, together with TRF members to their mega hit "Samui Yoru Dakara..."
- ◆ Cool down (About 5 minutes)
- ◆ Bonus contents: Kids' dance (About 5 minutes)
Kid dancers' movie for children to enjoy TRF dance with their parents.

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 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 the exercise program supervisor



Kazumi Sato

President of Physical Planning

She has established the company in 2008 and has been working on training and education of instructors, new exercise development and so on.

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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