

July 26th 2013

【Hill's Collection】

Hill's Diet, having sold over 50 million meals*1, will launch Hill's Diet Shake Time!!

Oak Lawn Marketing, Inc. (hereinafter referred to as "OLM"; HQ: Higashi-ku, Nagoya; President & CEO: Harry A. Hill; Operations: three shopping brands "Shop Japan," "Hill's Collection," and "exabody") will launch Hill's Diet Shake Time in mid-August, as part of the lineup of Hill's Diet series by Hill's Collection. Pre-orders started on July 26 2013.

Pre-order for Hill's Diet Shake Time▽

<http://www.hillscollection.jp/diet/hdst/CSfStatic.jsp?nm=index>

Hill's Diet is a food for calorie control that can replace 1 or 2 meals a day. It was developed for people who wish to eat good food and feel full even when they are on a diet. To support their efforts to be more beautiful, we placed a focus on three important elements: taste, satisfaction and nutrition. Shake Time, which is in the form of a shake, will be added to the existing product lineup: ten flavors of Pastel Jelly, topping sauce, five flavors of Gourmet Risotto, and Balance Cookie.



Shake Time Cafe Style (caramel latte) example



Shake Time Soup Style (corn soup) example

You can easily make Shake Time by mixing it with cold or hot water. It is substantial enough, yet each meal contains only 120 kcal*2 on average. Not only is this product low in calories, but it also includes 11 kinds of vitamins, food fiber, and protein to support your nutritional intake.

Adhering to the high standards in taste, we have prepared 10 flavors. Shake Time Cafe Style has 5 flavors: caramel latte, cafe latte, milk tea, green tea latte, and cocoa. Shake Time Soup Style also has 5 flavors: corn soup, chowder soup, Chinese soup, onion gratin soup, and curry soup. Flavor variation is limitless as you can mix Shake Time with milk or soy milk as well as hot or cold water.

*1: Based on the total number of all Hill's Diet series distributed by the end of October 2012.

*2: Average calorie of 10 kinds of product in the series

【Product Overview】



■ Shake Time Cafe Style

Contents: 450g (30g×15 bags)

Items included: Caramel latte×3 bags, Cafe latte×3 bags, Milk tea×3 bags, Green tea latte×3 bags, Cocoa×3 bags

Price: ¥4,980 (with tax)



■ Shake Time Soup Style

Contents: 450g (30g×15 bags)

Items included: Corn soup×3 bags, Chowder soup×3 bags, Chinese soup×3 bags, Onion gratin soup×3 bags, Curry soup×3 bags

Price: ¥4,980 (with tax)

■ Date of release Mid-August in 2013

■ Pre-order

From July 26, 2013 until August 9, 2013 9:59 am

Website for pre-order:

<http://www.hillscollection.jp/diet/hdst/CSfStatic.jsp?nm=index>

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

*Our shopping brands "Hill's Collection" and "exabody" will be integrated into "Shop Japan" on October 1st 2013.



Reference: Hill's Diet 【Product Lineup】

URL : <http://www.hillscollection.jp/diet/hillsdiet/>

	<p>Product Name: Hill's Diet Pastel Jelly Plus Contents: 【Original box】150g×15 bags 【Second box】150g×15 bags Price: ¥16,800</p> <p>Fruity jelly with a unique texture almost like a mousse or bavaois. Using real fruit juice and puree in fruit sauce, it is designed to make your dieting fun with juicy flavors and the scent of real fruit.</p>
	<p>Product Name: Pastel Jelly Topping Sauce Contents: 120g (8g×15 bags) Price: ¥1,890</p> <p>Topping sauce specially created for Pastel Jelly, in response to our customers' voice asking for more variation in flavor and not having to get tired of the taste. This topping sauce gives you extra options of flavor variation and supports your dieting in the most enjoyable way possible ♪</p>
	<p>Product Name: Hill's Diet Gourmet Risotto Contents: 250g×15 bags Price: ¥16,800</p> <p>Healthy risotto with excellent taste and nutritional balance. It is made full of brown rice and konjac rice. Each meal is 250g, so it is big enough! Yet it is only about 140 kilocalorie*3.</p> <p>*3: Average calorie of 5 kinds of gourmet risotto.</p>
	<p>Product Name: Hill's Diet Balance Cookie Contents: 75g (15g×5 cookies)×3 sets Price: ¥3,250</p> <p>Tasty and comforting balance cookie with only 56.7kcal, perfect for a snack during your dieting, when you are extremely hungry or feeling peckish. Dry fruits are included as a kick to make it even more delicious.</p>
	<p>Product Name: Shake Time Contents: 【Cafe Style】45g (30g×15 bags), 【Soup Style】450g (30g×15 bags) Price: ¥4,980</p> <p>To support your wish to easily continue dieting without getting bored! It is so easy to make Shake Time by just mixing it with cold or hot water. There are 10 flavors of Cafe Style and Soup Style in total. It makes your dieting fun with rich variation in flavor.</p>



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 our three virtual store fronts, Shop Japan, Hill's Collection, and exabody, we strive to enrich our customers' lifestyle by bringing them exciting products from around the world.

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

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