



June 10, 2013

Oak Lawn Marketing, Inc.

Metlife Alico Life Insurance K.K.

**Business Alliance between Oak Lawn Marketing, Inc.
and Metlife Alico Life Insurance K.K.**

Oak Lawn Marketing, Inc. (President, Harry A. Hill; hereinafter referred to as "OLM") which operates the TV and e-commerce based shopping brand Shop Japan, and Metlife Alico Life Insurance K.K. (President, Kazuyuki Takahashi; hereinafter referred to as "Metlife Alico") which started the first mail-order life insurance business over 35 years ago, will enter into a business alliance to offer insurance products and services to OLM customers from June 10, 2013.

This business collaboration makes it easier for OLM customers to consider and apply for various types of insurance policies, including medical and life, while they are at home.

Specific sales methods are as follows:

1. Outbound sales	OLM contacts customers from its newly-established insurance call center to provide information. Applications are accepted through the mail.
2. Insurance flyer distribution	Flyers are enclosed with product shipments to OLM customers, who can request more information by sending back the attached post card or making a call to the designated number stated on the flyers.
3. Web promotion	OLM provides product information and accepts brochure request on its e-commerce website or via direct e-mails.

Please visit our website for more information about insurance products we offer:

<http://www.shopjapan.jp/lp/metlife/>

This business alliance with Metlife Alico, which has a successful record in sales of mail-order life insurance, is intended to enrich OLM customers' lifestyle through providing services tailored to individual needs.

Metlife Alico, on the other hand, is making an effort to offer better services to keep in-line with customers' diversified purchasing styles and changing needs toward insurance products. Through the business collaboration with OLM, the leading TV infomercial-based direct response sales company, Metlife Alico's wide range of products and great services can be recognized and learned by more people.

OLM and Metlife Alico will strive to provide customers with more convenient services and helpful products by leveraging the strength of each party.

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