

June 6, 2013
Oak Lawn Marketing, Inc.

Three shopping brands to be integrated into "Shop Japan"
as of October 1, 2013, for further improvement of convenience and service

Oak Lawn Marketing, Inc. (hereinafter referred to as "OLM") is pleased to announce that its three shopping brands "Shop Japan," "Hill's Collection" and "exabody" will be merged together and relaunched as "Shop Japan" as of Tuesday, October 1, 2013,

1. Purpose of the Brand Integration

OLM was established and began operation as an infomercial based direct response sales company in May 1993. Its flagship shopping brand "Shop Japan" was introduced in 1999, before adding two more brands in specialized product categories, "Hill's Collection" and "exabody," based on our brand strategy to meet our customers' needs. OLM has offered various products through those three shopping brands.

The brand integration was decided in line with the celebration of the company's 20th anniversary this year. Its purpose is to enhance convenience and service in order to deliver a more pleasant shopping experience to customers and also to increase the name recognition of Shop Japan as a reliable brand. By merging the three brands into one, all products currently sold separately under each brand name will be available in one place, giving customers access to a broader choice for further enjoyable shopping experiences and more chances to find items they like.

Being confident with our product quality control system and services developed in Japan, "Shop Japan" is aiming at full-scale expansion into Asian countries, beginning with the direct response sales business in Thailand which already started in March 2013.

The brand integration, which is also a part of the global expansion plan, is considered to be the first step to realize OLM's vision of "Enriching Lifestyles Worldwide" by making "Shop Japan" a world-class shopping brand that provides great Japanese qualities to customers all around the world.

2. Brand Integration Overview

Date: Tuesday, October 1, 2013

Brand Concept: Bringing excitement to customer lives from all over the world.

\*The brand logo will remain the same.



ショップ。ジャパン®

世界の「!」をお届けします

Shop Japan's brand logo

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

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

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