

March 26, 2013

Oak Lawn Marketing, Inc.

【To all the news medium】

## Shop Japan goes global, first stop Thailand ~ To provide their Japan-quality products and service overseas ~

Oak Lawn Marketing, Inc. (hereinafter referred to as “OLM”, HQ: Higashi-ku, Nagoya, President & CEO: Harry A. Hill), which runs three shopping brands, “Shop Japan”, “Hill’s Collection”, and “exabody”, is pleased to announce that we will expand our TV shopping business of “Shop Japan” by launching in Thailand on March 28, 2013.

### 1. Background and Purpose

Since the company started in 1993, OLM has been selling a variety of products all over Japan. These products have been well-received by many customers, mainly by direct response marketing utilizing long-form TV infomercials (hereinafter referred as “infomercial”).

We believe that there is a need for high-quality products and high level of service that Japan has to offer, not only to people in Japan but also to the rest of the world.

We will take this first step into Thailand as an opportunity to bring these expectations that are part of the “Shop Japan” brand to even more customers around the world.

### 2. Marketing Overview

To begin with we will sell the memory foam mattress “True Sleeper Premium” \*1 of the long selling “True Sleeper” series that was first released in 2003.

We are planning to localize our current Japanese infomercials and broadcast them through a local cable TV network. For order fulfillment, logistics and other operations, we will cooperate with a specialist partner company in Thailand.

### 3. Airing of Infomercial

The infomercials will be broadcasted in Thailand on FOX (channel #57 on True Visions), the flagship general entertainment channel of Asia’s leading pay-TV network FOX International Channels. Two infomercials a day will be broadcasted on FOX Thailand.



#### 4. Developments in the Future

We will consider expanding broadcast channels and product lineups, while examining customer needs and sales data gained by the infomercial broadcasting in Thailand. At the same time, we will look closely at opportunities for expanding the Shop Japan brand throughout South-East Asia

OLM continuously strives to provide innovative products and services through various media forms and deliver a pleasant surprise to our customers, not only in Japan but also overseas, in order to achieve our company vision of enriching lifestyles worldwide

<For your reference>

■ Overseas expansion of OLM group

One of OLM's group companies, Global Ideas Direct, LCC (HQ: Illinois, President & CEO: Scott. F. Reid), which runs a direct response marketing business in America, will begin broadcasting infomercials of the "Leg Magic X" \*2 exercise machine.

■ Descriptions of the brand and its products

About Shop Japan



As one of OLM's shopping brands, Shop Japan provides Japanese customers with carefully selected products from all over the world to make their lives more comfortable. Our products, specifically selected by our brand staff, are divided into six product categories: Cleaning, Foam Mattress & Bedding, Kitchen & Home Appliance, Hobby, Pet and Education and Music CD & DVD, and Healthy Food.

\*1 Product description of True Sleeper Premium



A mattress developed to reduce pressures on particular parts of the body such as the shoulders and back. There is no need to replace your bed with a new one, as you can just overlay this product on your existing mattress or futon.

\*2 Product description of Leg Magic X



An exercise machine specifically developed for the lower half of the body. It will help intensively tone up particular parts of muscles that people don't usually use, such as inner thighs, outer thighs, and hips. As all it takes is to simply move your legs in and out on the rails so you can quickly begin to exercise at any time of the day.

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 lifestyles by providing exciting products from around the world.

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

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