

March 7th 2013

Hill's Diet presents "Dream Diet Grand Prix 2013" in Ishigaki island on April 7th 2013 with the cooperation of ANA

Oak Lawn Marketing, Inc. (HQ: Higashi-ku, Nagoya President & CEO: Harry A. Hill, Operations: three shopping brands "Shop Japan", "Hill's Collection", and "exabody") will hold the "Hill's Diet presents Dream Diet Grand Prix 2013" in Ishigaki island on April 7th 2013 with the cooperation of ANA.

This special event will be held with a theme, "To Meet a New Me" and a goal to support participants to lose weight in a healthy way so that they can feel completely reborn both physically and spiritually. The purpose of this event is to help people make their dreams come true and get the very best smile on their faces.

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**Dream Diet
 Grand Prix 2013**

 Hill's Diet®



This contest, having been successfully continued over 5 years, is to support male/female contestants over the age of 18 to lose weight by means of the following products we provide for free for the period of approximately 2 months.

■ Provided products

- Hill's Diet Pastel Jelly Plus (Hill's Collection)
- Hill's Diet Gourmet Risotto (Hill's Collection)
- Body Composition Monitor - Karada Scan
(co-sponsored by OMRON HEALTHCARE Co., Ltd)
- Pedometer - Calorie Scan
(co-sponsored by OMRON HEALTHCARE Co., Ltd)

We will choose 12 finalists out of all applicants nationwide. Those who attend the Grand Prix on April 7th will be given a chance to win the grand prize with the total amount of a million yen value (¥700,000 worth trip and ¥300,000 yen cash prize).

This award ceremony will be held in Ishigaki island with the cooperation of ANA, in commemoration of the opening of New Ishigaki Airport. We are inviting the 12 finalists and their families to Ishigaki island resort for them to enjoy beautiful scenery of Okinawa in spring.

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

Contest Description

- Date: April 7th 2013 10:30 ~
- Location: ANA InterContinental Ishigaki Resort
- Prize:

Grand Prix	¥700,000 worth trip + ¥300,000 cash prize
Semi-Grand Prix	¥300,000 worth trip + ¥200,000 cash prize
Judge's Special award	¥200,000 prize
Hill's Diet award	¥200,000 prize
Prize award	¥50,000 prize
OMRON HEALTHCARE special award	¥50,000 worth OMRON gift certificate
- Participants: 12 finalists and their families
 - Judges:
 - Mr. Jiro Hirayama – photographer
 - Ms. TAKAKO – beauty creator
 - Mr. Masato Ogawa – senior vice president/general manager of Nagoya sales office of ANA
 - Ms. Kaori Iijima – assistant manager of Management Strategy Division/Public Relations Department of OMRON HEALTHCARE CO., Ltd
 - Ms. Marie Kainuma - The champion of the first Dream Diet Grand Prix contest
 - Harry A. Hill – President & CEO of OLM
- URL: <http://www.hillscollection.jp/diet/grandprix>
- Host: OAK LAWN MARKETING, INC.
- Cosponsors: ALL NIPPON AIRWAYS CO., LTD
OMRON HEALTHCARE Co., Ltd

Hill's Diet

Hill's Diet is a meal replacement food for calorie control, developed for people who wish to eat good food and feel full even when they are on a diet. Also to support their efforts to be more beautiful, we placed focus on three important elements: taste, satisfaction and nutrition. The product lineup consists of ten flavors of Pastel Jelly, topping sauce, five flavors of Gourmet Risotto, and Balance Cookie.





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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