



May 2nd 2013

Oak Lawn Marketing runs an “exabody” booth at “TV Aichi GW Thanksgiving Festival”

You can touch, try, and purchase popular products such as “Leg Magic X” and “TRF EZ DO DANCERCIZE”

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 conduct a sales campaign for “exabody” brand products at “TV Aichi GW Thanksgiving Festival” hosted by Aichi Television Broadcasting Co., Ltd.

The “TV Aichi GW Thanksgiving Festival” will be held for 4 days from May 3rd 2013 until May 6th 2013 for the purpose of giving back to the people in Aichi who have been supporting TV Aichi, which marks 30th anniversary this year. There will be various contents that people of all ages, from children to adults, can enjoy at the event. Event on stage and a variety of booths will bring excitement to the event venue. The admission to this event is free so that people can feel free to come by.

▽TV Aichi GW Thanksgiving Festival Overview▽

<http://www.tv-aichi.co.jp/gw-thanks/2013/>

Oak Lawn Marketing, Inc., located in Nagoya-shi, Aichi, decided to run a booth by endorsing the concept of this event. At the booth, OLM will conduct a special campaign where people can freely touch, try, and purchase the popular products of “exabody” brand such as “Leg Magic X” and “TRF EZ DO DANCERCIZE”. Also, we will also offer outlet price for some of the products at the event.

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

Overview for “exabody” booth at the TV Aichi GW Thanksgiving Festival

■Date: May 3rd (Fri), 4th (Sat), 5th (Sun), 6th (Mon)

From 10:00 to 18:00 (last day: from 10:00 to 19:30)

■Venue: Oasis 21 (1-11-1, Higashi Sakura, Higashi-ku, Nagoya)

■Entrance fee: free

■Operation overview at the event:

People can touch, try, and purchase the products of “exabody” brand at “exabody” booth.

Airing of infomercial on stage (once a day) *Each airtime is 30 minutes long.



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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