



May 27th 2013

**Real dance exercise program, “TRF EZ DO DANCERCIZE”
that has sold over 1.5 million* will be introduced at
fitness gym, “TIP. X TOKYO” in Shinjuku and Shibuya!**

Real dance exercise program, “TRF EZ DO DANCERCIZE”, which is a DVD product jointly made by Oak Lawn Marketing, Inc. (HQ: Higashi-ku, Nagoya President & CEO: Harry A. Hill, Operations: three shopping brands “Shop Japan”, “Hill’s Collection”, and “exabody”) and Avex Marketing Inc., will be introduced at “TIP. X TOKYO”, produced by TIPNESS Limited in Shinjuku and Shibuya from July 2013.

* Based on the number distributed from June 24, 2012 to April 26, 2013.

About “TRF EZ DO DANCERCIZE”, real dance exercise

Is a fitness program based on the original exercise DVD product, “TRF EZ DO DANCERCIZE”, which was designed by TRF; SAM, ETSU, CHIHARU. The program was supervised by SAM. This program is easy and fun even for beginners and designed for users to learn dance movements through exercise, just like the original DVD product. The program proceeds according to a non-stop mix of TRF mega hit numbers. This enables users to work on their core muscles by aerobic exercise and tone up the waist, hips, and upper arms effectively, without realizing that they are exercising.

About the Program Composition

Each program is 60 minutes long, composed of 5 different segments; warming up, isolation, beat training, combination, and cool down. The program proceeds according to the hit numbers of TRF. One set of the program is 3 months long, and has 4 sets planned during the year. The first 3 month set is mainly composed of choreography in DVD, and the second and the third sets are more of the combination of arranged dancing movement, and the fourth set is designed for people to “feel like a TRF” with more actual choreography of TRF dancers. The program is aimed for beginners up to people at intermediate level, and it is designed for users to constantly benefit from the effects of aerobic exercise. Also, the program is not only about sweating, but is also for giving advice on how to dance in a stylish way.

Store Information *Please see the website of each store for further details.

①TIP. X TOKYO Shinjuku (address: 〒160-0023 Kaleido Bldg. 5-7F, 7-1 Nishi-Shinjuku, Shinjuku-ku, Tokyo)

URL: <http://tip.x-tokyo.jp/shinjuku/>

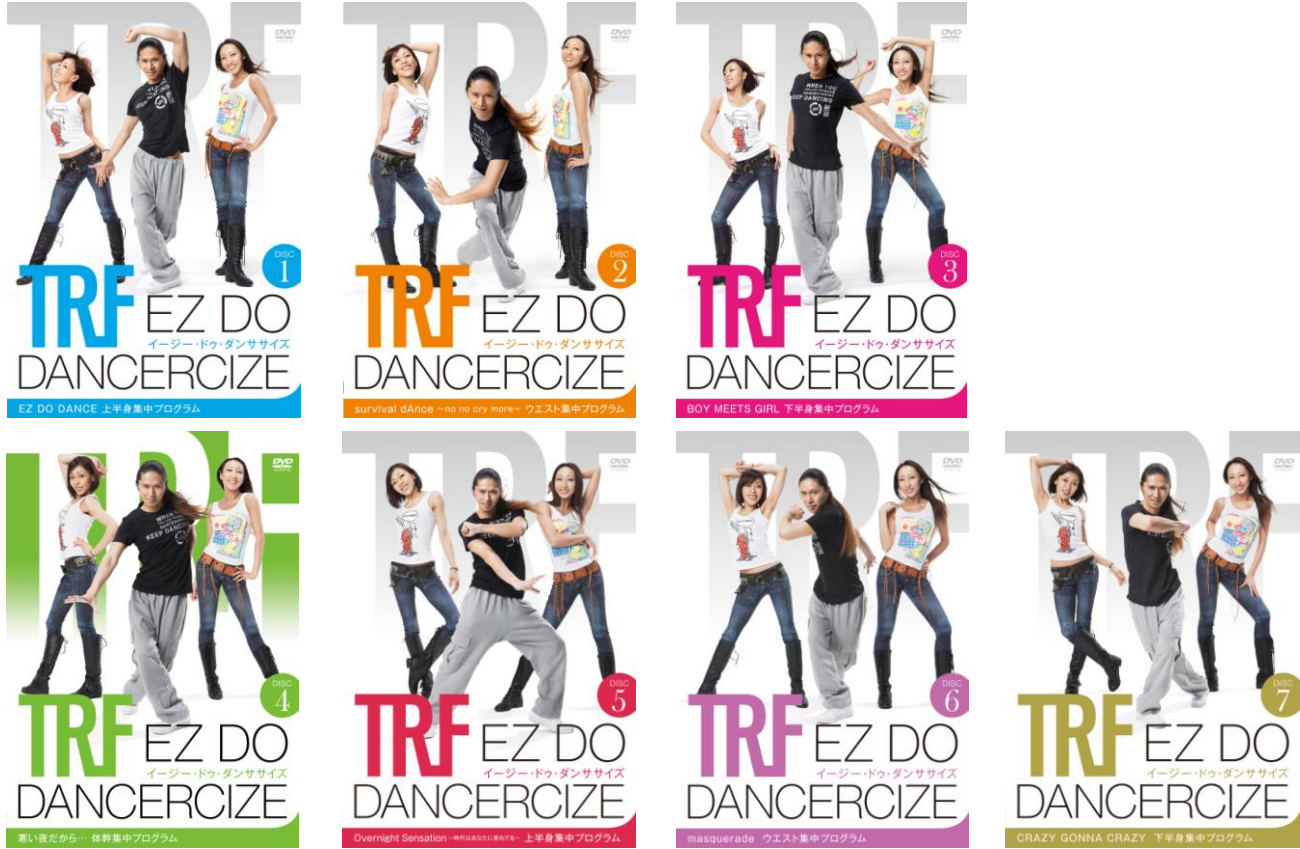
②TIP. X TOKYO Shibuya (address: 〒150-0042 Udagawa-cho 16-4, Shibuya-ku, Tokyo)

URL: <http://tip.x-tokyo.jp/shibuya/>

About “TRF EZ DO DANCERCIZE”

TRF EZ DO DANCERCIZE is an exercise DVD program developed to mark the 20th anniversary of TRF, the avex's popular dance and vocal unit. This exercise program was designed by the TRF's dance creators SAM, ETSU and CHIHARU with their 20 years of dance experiences. There are 7 kinds of lineups as a total.

URL: <http://trfezdodancercize.jp/>



OLM continuously strives to provide innovative products and services that deliver a pleasant surprise to customers through various media forms to achieve the company vision of lifestyle enrichment.

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.

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