

May 30th 2013

**OLM's Operating Officer, Hideki Hori gives a lecture  
at "Internet Marketing & Creative Forum 2013"  
under the theme of promotion for  
"TRF EZ DO DANCERCIZE"**

Oak Lawn Marketing, Inc. (hereinafter referred to as "OLM", HQ: Higashi-ku, Nagoya, Operations: three shopping brands "Shop Japan", "Hill's Collection", and "exabody") is pleased to announce that our Operating Officer, Hideki Hori is giving a lecture at "Internet Marketing & Creative Forum 2013" held by Sendenkaigi Co., Ltd.

The "Internet Marketing & Creative Forum 2013" is a forum to hold lectures and exhibitions by advanced companies whose business is increasingly expanding by digital marketing, and for the sake of those who are engaged in the corporate Internet marketing related field such as marketing, advertisement, publicity, and promotion. This year will mark its seventh anniversary.

In this lecture, Mr. Hori will talk about the secret of the popularity of "TRF EZ DO DANCERCIZE", an exercise DVD product of OLM that has sold over 1.5 million discs\*, by introducing promotional examples from the release of the product.

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

As an Operating Officer of OLM, Mr. Hori decided to accept this role of special lecturer to share OLM's visions and efforts with many people, hoping they can utilize it to their future business.

This decision is based on OLM's corporate policy named "Profit Centric Tree," which promises to return profits to all our stakeholders.

OLM continuously strives to activate the profit circulation between all stakeholders through various social activities to embody the company's vision and CSR policy of enriching lifestyles worldwide.

■ **Lecture Summary:**

- **Lecture title:**  
"Internet Marketing & Creative Forum 2013"
- **Lecture theme:**  
"TRF EZ DO DANCERCIZE", a DVD that involves its fans and is the often a topic of conversations  
From its promotion to contents marketing utilizing a flash mob video
- **Time and date:**  
From 12:30 pm to 13:00 pm on June 5, 2013
- **Place:**  
ANA InterContinental Tokyo  
Address: 1-12-33, Akasaka, Minato-ku, Tokyo 107-0052

■ Biography of lecturer:



Hideki Hori

Operating Officer and Managing Director of Marketing & Sales Operations, Oak Lawn Marketing, Inc.

Joined Oak Lawn Marketing, Inc. in 1997. He played an active role in planning and sales operations for retail sales and overall direct response business, and made a big contribution as a main member to produce many hit sellers. He devotes himself into direct marketing business and specializes in media, brand, product, and entertainment. As an Operation Officer and Managing Director of Marketing & Sales Operations, he works strenuously on planning service for new companies in direct response business.

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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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