



November 14, 2013

Oak Lawn Marketing, Inc.

【News Release】

"True Sleeper" series mattress and 2 types of pillows available at the newly open "Napping Cafe corne!"

Oak Lawn Marketing, Inc. (HQ: Higashi-ku, Nagoya President & CEO: Harry A. Hill, Operations: shopping brand "Shop Japan") will provide three True Sleeper series products to "Ohirune Cafe corne" which will open on November 19, 2013. The products to be introduced are: the low-resistance mattresses, "True Sleeper Premium", the washable triple-layered pillow, "True Sleeper cero pillow" and the "True Sleeper Neofeel pillow" that absorbs and desorbs sweat.

▽True Sleeper Official Website▽ <http://www.truesleeper.jp/>

■"Ohirune Cafe corne":

"Ohirune (*naptime*) Cafe corne" operated by Nemulog K.K. (HQ: Shibuya-ku, Tokyo, CEO: Yuuki Kawazoe) will open on November 19, 2013. Its aim is to provide a relaxing space for working women to refresh themselves for improved work efficiency and a better work-life balance.

Having a sleep therapist, Miho Mitsuhashi, as an advisor and operation partner, "Ohirune Cafe corne" is managed by a sleep navigator and offers a well-equipped space to ensure users a pleasant sleep in 8 canopy beds. You can also choose your perfect-fit pillow from a large variety of types.

▽"Ohirune Cafe corne" Official Website▽ <http://corne.jp/>

The low-resistance mattress "True Sleeper Premium" is laid over the canopy beds to offer great comfort and the selection of pillows includes the "True Sleeper cero pillow" and the "True Sleeper Neofeel pillow".

■"True Sleeper" series:

A True Sleeper series' long selling product, "True Sleeper Premium", which is well known as a



low-resistance mattress, has been used by over 2 million people* in Japan since its launch.

The mattress is laid over the bed or futon and molds to any sleeping position such as when turning over in the bed. The True Sleeper Premium evenly distributes body weight to reduce the strain on the pressure points of your shoulders and lower back, ensuring you a quality sleep.

*:Based on the total number units from the series distributed by the end of November 2012.

The “True Sleeper cero pillow” adopts a well-ventilated reticular layer called “NANOBRID™”. Raised edges provide you with support for your neck and shoulders even when you turn over, allowing you to sleep comfortably in any position.

The “True Sleeper Neofeel pillow” made of urethane foam combines the advantages of a low-resistance foam and a high-resistance foam to create a new sensation for the user. The moisture-absorbing and -desorbing material absorbs sweat to provide you a pleasant night sleep.

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

For more information, contact our PR Section at Oak Lawn Marketing, Inc.

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