

November 15, 2013

**More artists join the 1.5 million-selling\* dancercise program**  
**Pre-launch quiz campaign: Guess what song and artist this is**  
**Clues provided in Hana Toyoshima's cute dancercise videos**

Oak Lawn Marketing, Inc. (HQ: Higashi-ku, Nagoya; President & CEO: Harry A. Hill; Operations: shopping brand "Shop Japan") is pleased to announce that it will launch a new dancercise program that features more artists from Avex in mid December 2013 jointly with Avex Marketing Inc., having previously developed "TRF EZ DO DANCERCIZE" together. Prior to the new product's launch, a special website will be opened on November 15, 2013 to hold a quiz campaign called "TRF EZ DO DANCERCIZE Avex Special Edition Release Campaign." On the website, people can watch videos that contain clues to find out what song by which artist will be used in the product.

Hana Toyoshima, a child actress known for her work in popular morning dramas, will appear in those clue videos. She will show you her dancercise performances of four different artists' songs but with the music deliberately left out. Her dancercise moves were newly created by TRF members based on the original choreography, which allows you to find out what song she is dancing to rather easily even without music. Four of Hana's cute dancercise videos are going to be uploaded one by one.

With the aim of encouraging as many people as possible to participate in this campaign, a special prize of a free gift card will be presented to winners selected among those people who submitted an answer to the quiz on the website. The correct answers will be published on December 2, along with the product movie.

\*Total number of shipments from June 24, 2012 to April 26, 2013





## ■ Quiz campaign information

### <Campaign summary>

**Title:** TRF EZ DO DANCERCIZE Avex Special Edition Release Campaign

**Summary:** To celebrate the release of "TRF EZ DO DANCERCIZE Avex Special Edition," a quiz campaign is going to be held on the product's special website. Hints will be provided through Hana Toyoshima's dancercise videos to help you find out which artists will participate and which of their songs are used in the product. People can submit their answers on the website for a chance to win a prize.

**Website launch:** At 10:00 a.m. on November 15, 2013

**Website URL:** <http://www.dancercize.co.jp> \*Accessible by smartphones

### <About video>

**Title:** TRF EZ DO DANCERCIZE—I'm going to imitate a famous dance

**Summary:** Videos that provide clues about what songs by which artists are used in the new program.

- Clues are provided only by Hana Toyoshima's body movements and comments.
- Hana Toyoshima reproduces precise dance moves.
- At the end of each video, Hana Toyoshima asks "Can you tell whose dancercise that was?"

**Video configuration:** Four videos in total (One video per song/artist)

**Cast:** Hana Toyoshima (See page five for her detailed biography)

**Upload date:** Four videos will be uploaded one by one on November 15, 19, 22 and 26

### <About the quiz draw>

**Applications accepted:** From 10:00 a.m. on November 15, 2013 to 10:00 a.m. on December 2, 2013

**Correct answers published:** At 10:00 a.m. on December 2, 2013

**Prize:** A 10,000 yen value gift card to ten winners selected among those people who applied for the quiz draw.

**How to apply:** Fill out and submit an application form on the campaign website after watching the clue videos and reading necessary information. Please note that one person cannot be chosen as a winner multiple times even he/she submit answers to more than one song.

**Announce of winners:** Winners will be chosen through a strictly fair process and then the prize will be sent to them without prior announcement.

### Contact us about the campaign:

Email: [dancercize@vectorinc.co.jp](mailto:dancercize@vectorinc.co.jp)

Inquiries accepted from November 15, 2013 until the end of December, 2013

Campaign website image

**TRF EZ DO DANCERCIZE avex Special Edition発売キャンペーン**

シリーズ初!  
avexの豪華アーティストとコラボレーション!  
**アーティスト・曲名を当てて  
商品券をGETしよう!!**

見よう見まねで踊ってみた!  
豊嶋 花ちゃんのダンスサイズ動画の振り付けやリズムから、  
avexのどのアーティストのなんという曲か当てよう!  
正解者の中から抽選で10名様に商品券をプレゼント!

応募方法は**3STEP**

- STEP1 豊嶋 花ちゃんのダンスムービーを見て
- STEP2 どのアーティストの何の曲か予想
- STEP3 商品券が当たる!

**問題はこちら!**

第1問

2013.11.15 公開

ヒント

イケメンなお兄さん達が  
かっこよく、歌って踊る  
グループです

このムービーに回答 >

第2問

Video image: "TRF EZ DO DANCERCIZE—I'm going to imitate a famous dance Part One"  
 (Uploaded on November 15. The video length is 2 minutes and 23 seconds)



"TRF EZ DO DANCERCIZE—I'm going to imitate a famous dance"



(Practice scenes)



On-screen caption: GO



"This song is sung by a group of good looking male singers who can also dance."



"Can you tell whose dancercise that was?"



On-screen caption: Answer the name of the song and artist to win a free gift card!!

■ Biography of Hana Toyoshima

**Hana Toyoshima**

Born: March 27, 2007

Age: 6

Height: 114cm

Favorite things to do: Singing, dancing and eating

Well known roles: Uno Meiko in her childhood in NHK's Gochisosan (2013)

Amano Haruko in her childhood in NHK's Amachan (2013)



■ Behind-the-scenes

Hana mastered four 30 to 40 second dance sequences just by taking a quick lesson for less than 20 minutes each. She impressed everyone by showing her perfect dancing on the first take. Thanks to her charming comments and smiles, the whole process went smoothly and delightfully.

**Pictures:** Hana and her dance instructor Ikumi in the studio.





■TRF EZ DO DANCERCIZE

TRF EZ DO DANCERCIZE is a 1.5 million-selling popular exercise program DVD released in June 2012. It was created to mark the 20<sup>th</sup> anniversary of TRF, a popular dance and vocal unit of Avex, designed with the 20-year dance experience of the choreographers of the group; SAM, ETSU and CHIHARU. The product has been well received by customers due to its unique combination of exercise and dance movements featuring TRF's mega hit songs.

See the below link for more information about TRF EZ DO DANCERCIZE.

<http://www.shopjapan.co.jp/goods/TRF01>

\*Total number of shipment from June 24, 2012 to April 26, 2013

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 our three virtual store fronts, Shop Japan, Hill's Collection, and exabody, we strive to enrich our customers' lifestyle by bringing them exciting products from around the world.

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

TEL: +81-3-6746-0324 E-mail:pr@oaklawn.co.jp