



October 7, 2013

Shop Japan Expands into the Philippines

The second overseas market after Thailand, making its full-fledged entry into the promising Asian market

Oak Lawn Marketing, Inc. (hereinafter referred to as "OLM") is pleased to announce that its TV shopping brand Shop Japan will launch into the Philippine market as of October 7, 2013.

1. Background and Purpose

Southeast Asia is being seen as a high-potential consumer market due to a remarkable GDP growth rate in countries in the area. Shop Japan made its first entry into the Asian market in Thailand in March 2013. OLM decided to take the second step by moving into the Philippines, identifying the potential and demand for high quality Japanese products and services outside Japan. Since its establishment in 1993, OLM has offered a variety of products in Japan mainly through direct response marketing utilizing long-form TV infomercials (hereinafter referred to as "infomercial") and has been well received by many customers. With those best practices nurtured in Japan, OLM would like to introduce the superior quality of the Shop Japan brand to more people around the world.

2. Market Overview

The memory foam mattress, True Sleeper Premium from OLM's long selling True Sleeper series first released in 2003, will be the first product to be offered in the Philippines. The original Japanese infomercial will be localized for broadcast through a local cable TV network in the Philippines. Order fulfillment, logistics and other operations will be handled in collaboration with partner companies in the Philippines.

3. Airing of Infomercial

The infomercials will be aired on Fox, the flagship general entertainment channel of Asia's leading pay-TV network FOX International Channels. Please note that the following on-air schedule is based on the local time in the Philippines.

The first broadcast begins on October 7 on the following TV channels:

1. FOX - Every Monday to Sunday at 2:40 a.m.
2. Fox Filipino - Every Monday to Friday at 5:10 a.m. & Every Saturday and Sunday at 3 a.m.
3. National Geographic Channel - Every Monday to Friday at 0:40 a.m.

Every Saturday and Sunday at 1:30 a.m.



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4. Future Developments

OLM will consider expanding broadcast channels and product lineups while analysing customer needs and sales data gained by the infomercial being aired in the Philippines. OLM will also closely consider opportunities for expanding the Shop Japan brand throughout Southeast Asia.

OLM continuously strives to provide innovative products and services through various media forms and deliver pleasant surprises to our customers, not only in Japan but also overseas, in order to achieve our company vision of enriching lifestyles worldwide.

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

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