

## About OK! Japan

### About OK!

OK! is a celebrity lifestyle magazine that is currently published in 22 countries around the world, including the US, Australia, Germany and Spain (as of June 2008).

Since publishing our first issue in England in 1993, we have grown dramatically and the number of countries has steadily increased, including the addition of Germany this year. As of April 2008 circulation has reached 120 million and sales of 37.4 billion yen.

The magazine covers everything about celebrity lifestyles. Readers can learn everything about celebrities from fashion trends, how they dress, make-up, travel, food, and interior design. This is where we differ from existing gossip magazines that focus mainly on paparazzi photos. Because most of our information comes from legitimate sources, we are trusted by celebrities. We were even able to win an exclusive interview with Paris Hilton about her life in jail after she finished her sentence. In other words, OK! is full of scoops that can't be read anywhere else.

### About OK! Japan

Thanks to our global network in 21 countries excluding Japan, we are able to provide the latest information on celebrity lifestyles as well as interviews with top celebrities and opinion leaders faster than anyone else in the world. We also send information about globally watched Japanese trends to the rest of the world.

OK! Japan is a place where sponsors hoping for business opportunities and looking for cutting edge markets can come together with fashionable women who want to seize the latest global trends.

With our global network only OK! catches the latest worldwide celebrity lifestyle trends in fashion, beauty, food, and interior design. This is the information that highly aware Japanese women want right now.

The graphical magazine content focuses mainly on the visual. The magazine is loaded with things to look at including celebrity fashion (celebrities stylishly wearing luxury brands) and vacation style (celebrity families relaxing at resorts).

This wealth of information is provided using the latest web technology. The user-friendly interface allows users to access the information they want with ease. For sponsors, it's also an effective site from a marketing perspective because they can track users' movements over the net and provide advertising that is well-matched to the users' needs.

We also conduct promotions that are linked to the real world, not just the Internet. We aim to achieve synergies with the Internet.

We are looking at other exciting vehicles after launching the site, such as publishing promotional papers and opening an OK! Japan café and store. The day is not too far off when celebrities visiting Japan will stop by the OK! Japan café.

**OK! Japan people**

**Manjot Bedi**  
**Chief Visionary Officer/Executive Creative Director**  
**President, 1st Avenue Inc.**

Bedi was born in New Delhi, India. Because his father was a diplomat, Bedi has roamed throughout the world since he was a small child. Since coming to Japan with his father at the age of 17, Bedi has worked as an actor, cameraman and director. After working at TYO Inc., he formed 1st Avenue Inc. in October 2006. He analyzes market movements and trends from a global perspective, inserting a creative viewpoint, and he has successfully collaborated with Japanese and foreign companies.

**Ken-ichi Yasuoka**  
**Chief Operating Officer/Executive Creative Producer**  
**Director, 1st Avenue Inc.**

After accumulating about 10 years of experience producing CGI and VFX for TV commercials and movies in Japan and overseas, Yasuoka started producing TV commercials. He participated in forming 1st Avenue Inc. in October 2006 along with his good friends from TYO Inc. While Yasuoka naturally produces video creations like TV commercials and music videos, he has expanded his sphere to designing stores and the web. He also helps various companies with strategic business and communication planning, for every media, and he has achieved numerous successes.

**1st Avenue Inc.**  
[www.1st-avenue.jp](http://www.1st-avenue.jp)

1<sup>st</sup> Avenue is the cream of the crop when it comes to the advertising and communications business, bringing together creatives and producers. Taking advantage of every possible means in the advertising business, 1<sup>st</sup> Avenue presents and realizes free and flexible creative content. The company is continuously building a new business model by breaking down the conventional thinking in the advertising world. Our motto is "Everything that is felt with the five senses is creative" and we have enjoyed numerous successes planning and producing global communications with various companies, especially within Asia.

**(Main Clients)**

Ise Jingu, Kurita Water Industries, Shape Up House-Dandy House, Kirin Brewery, NEC, Toyota Motor, Lexus, Central Japan Railway, Sony, Hawaii Visitors and Convention Bureau, Kao, Berlitz, NHK, Fast Retailing, and many others.

### **1) About the OK! Japan teaser site**

[www.okjapan.jp](http://www.okjapan.jp) (works for both PCs and mobile devices)

We will be posting the latest global celebrity news and information about what is happening at OK! Japan at this teaser site since July 7, 2008. Users who register for our email magazine also receive information about special gifts. Don't miss it!  
For more information, please go to the OK! Japan teaser site.

### **2) About the search for the OK! Girl**

OK! Japan is looking for an attractive girl to be the face of OK! Japan. As the first step, we will begin accepting applications for the OK! Girl from the public on July 7, 2008. As the representative of OK! Japan, the beautiful grand prize winner will become as sophisticated as global celebrities and act as a woman who is capable of playing on a global stage. For more information, please go to the OK! Japan teaser site.