



## Press Release

FOR IMMEDIATE RELEASE

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## ScentAir Signs Partnership Agreement with Global Sensory Branding Leader DMX

*Partnership adds significant strength and scale to ScentAir's global business; creates robust scent solutions platform for DMX*

**CHARLOTTE, N.C., January 27, 2009** — ScentAir Technologies, Inc., the leading global provider of scent delivery solutions for businesses, signed a multiyear distribution agreement with sensory branding leader DMX Inc. of Austin, Texas.

As part of the agreement, ScentAir will provide DMX with its complete line of commercial scenting solutions for private-label distribution. DMX will use ScentAir's product line to augment the scent component of its multisensory branding capabilities and add value to customer campaigns through access to the broadest range of scent delivery systems in the industry. Through DMX, ScentAir gains a new global distribution channel and immediate reach into previously untapped markets.

"This is a great opportunity for ScentAir to grow and introduce our scent solutions to new markets and new customers," said Tom Conroy, CEO of ScentAir. "We believe the combination of ScentAir's world-class scent solutions with DMX's global reach and commitment to leadership in the multisensory branding industry will help strengthen ScentAir's leading position in the scent marketing industry."

The partnership between ScentAir and DMX will enhance the global sales and marketing capabilities of both companies. ScentAir will gain access to DMX's sales team and national installation and service network, increasing the scope of its scent marketing capabilities, while DMX will benefit from ScentAir's range of scent delivery systems, scalable operations and production capabilities.

“Scent is a very powerful marketing tool because it is directly tied with emotion and can have a significant impact on brand loyalty,” said Paul Stone, President of DMX. “Scent marketing is a core component of our multisensory branding services, and we are excited to now offer our customers the highest quality and broadest selection of scent solutions through ScentAir.”

This announcement comes on the heels of the recent merger between ScentAir and scent communications company EnviroScent, the current source of scent solutions for DMX. Together, ScentAir and EnviroScent will serve as the exclusive scent providers for DMX.

#### **About ScentAir**

ScentAir Technologies, Inc ([www.scentair.com](http://www.scentair.com)) is the leading global provider of scent marketing solutions. ScentAir’s patented delivery systems and high-quality fragrances help enhance environments, communicate brands and create memorable experiences for clients around the world. ScentAir offers a full spectrum of scent delivery solutions from large-scale dispersion systems to self-contained fixtures for distributing scent in commercial environments. ScentAir’s technical deployments are also found in engineered systems for military training and aviation simulation. ScentAir is a privately held company located in Charlotte, N.C.

#### **About DMX**

Recognized as an international leader of sensory services, DMX creates brand experiences for commercial environments. The company’s services include music design, full-motion video, audio messaging and environmental scents developed to provide brand texture for its customers and create integrated, multisensory environments that drive repeat business. DMX has represented some of the most identifiable international brands, such as Nike, Starwood Hotels, 24 Hour Fitness and American Eagle. For more information, visit [www.dmx.com](http://www.dmx.com).

#### **About EnviroScent**

EnviroScent ([www.enviroscent.com](http://www.enviroscent.com)) is a leading portable commercial scenting company with customers in all 50 states, Canada, Europe, the Middle East and Asia. As one of the premier scent solutions providers in the marketplace, EnviroScent analyzes the needs of clients and together work through a creative process to develop the desired scent result. In 2005, EnviroScent launched their popular patent-pending ScentSicles™ and ScentSticks™ specialty consumables products for commercial clients and their customers. EnviroScent is a privately held company located in Atlanta, Ga.

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