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Contact: John Egan or Carrie Simmons

Elizabeth Christian & Associates Public Relations

512-472-9599

jegan@echristianpr.com or csimmons@echristianpr.com

DMX's SonicTap Gets in Rhythm With Spanish-Language DIRECTV Más

AUSTIN, Texas—DMX Inc. has spiced up the Latin flavor of DIRECTV's Spanish-language package, DIRECTV Más™.

Austin-based DMX announced that its Latin music programming has been added to DIRECTV Más, DIRECTV's Spanish- and English-language programming service. Through its SonicTap™ consumer brand in the United States and DMX Latin America™—its joint venture with media conglomerate Claxson Interactive Group Inc. in Central and South America—DMX serves more than 5 million residential subscribers with Latin music programming.

“DMX has long been recognized as the leader in Latin music programming,” Christopher Harrison, DMX's managing director of its U.S. residential services, said. “It is fitting to bring DMX's Latin music programming to DIRECTV, the leading direct-to-home satellite provider.”

John de Armas, vice president of WorldDirect Inc. at DIRECTV, said: “Since its inception, DIRECTV Más has set a goal to satisfy the needs of U.S. Hispanics through value-oriented program offerings. SonicTap music programming from DMX helps us achieve that goal by providing our customers with the best in Latin music and rhythms from around the world right in the comfort of their own homes.”

Types of DMX-designed music available on DIRECTV Más are Salsa, Hurbano, Latin Hits, Fiesta Tropical, Regional Mexican, Mariachi, Carnaval Brasileiro, Latin Jazz, Rock en Español and Musica de las Americas.

The United States has about 12.6 million Hispanic TV homes, according to Nielsen Media Research. Nearly 4 million of those homes subscribe to Spanish-language programming packages offered by U.S. distributors. The number of Hispanic TV households grew 4.3 percent from 2007-08 to 2008-09, according to Nielsen.

About DMX Inc.

DMX designs branded business environments and extends this experience into the lives of customers. This helps businesses differentiate themselves from competitors, build brand loyalty, connect with consumers, and provide an unforgettable experience for anyone who walks through their doors. On-site services include music, video, messaging, scent, and A-V systems. New media services include mobile message marketing, webcasting and music downloads. DMX also provides digital music services for cable television systems around the globe. For over 35 years DMX has represented businesses large and small, including some of the most identifiable international brands such as Nike, Starwood Hotels, 24 Hour Fitness and American Eagle. dmx.com | 800.345.5000.

About DirecTV Más™

DIRECTV Más™ offers the widest array of Spanish- and English-language programming available and the latest satellite technology, all combined to provide viewers with digital-quality picture and sound at competitive prices. The service provides access to more than 55* Spanish-language channels, including top programming from Mexico, Central and South America, Puerto Rico, the Dominican Republic and Spain. DIRECTV Más™ programming offers sports, movies, music, news and educational networks, and access to more than 220 English-language channels of DIRECTV® programming, featuring the largest selection of pay per view choices and sports programming available. For pricing please visit DIRECTVmas.com or call 1-866-501-1Más (627).

*Includes English-Language broadcast channels with alternate Spanish audio.