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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 Adds Content Expert Erin O'Brien as Senior Director of New Media *O'Brien Oversees DMX 360° Products*

AUSTIN, Texas—Erin O'Brien has joined DMX Inc., a leader in sensory branding, as senior director of new media, the Austin-based company announced.

“Erin’s hiring is an important step in the evolution of DMX 360°,” Christopher Harrison, DMX’s managing director of its U.S. residential services, said.

“Our DMX 360° services take music-related branding to a much higher level. With DMX 360°, our clients can reach out to their customers in ways that are very much in tune with the Digital Age.”

O'Brien’s digital media experience includes eight years in several positions with Warner Music Group, including director of sales information. She is a former student in the music business program at New York University.

“DMX keeps on top of market trends so that our customers are on the cutting edge of new media,” O'Brien said. “DMX has made a tremendous investment in DMX 360°, and I will be investing my time toward ensuring the success of our DMX 360° suite of digital and mobile products.”

DMX 360° features four DMX services under one umbrella:

- Mobile message marketing—DMX provides easy-to-use, relevant and entertaining information directly to opt-in users of mobile devices of opt-in users.

- Digital music downloads—DMX lets consumers download a brand's music directly from its Web site.
- Portable media solutions—DMX allows consumers to carry a company's branded sound with them everywhere they go, thanks to pre-loaded, branded MP3 players.
- Webcasting—DMX streams a brand's music identity directly on that company's Web site.

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About DMX Inc.

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' 360°™ services, including branded digital music downloads and mobile message marketing, provides a fully integrated, digital brand extension.

For more information, visit www.dmx.com.