

PRESS RELEASE



January 20, 2011
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DMX Uplifts Those in Need by Donating Music and Scent Services to Caritas

Austin, Texas: DMX, Inc., a leading provider of commercial music and experiential services has gifted Caritas with their music and scent services to enhance the atmosphere of the lobby common area and provide an uplifting experience.

DMX has been involved with Caritas for years; the executive team donates their time each holiday season and takes part in various other events throughout the year. Being an Austin based company, DMX leaders understand the importance of community and supporting charity organizations that help those in need. DMX saw another way to help Caritas and their clients by offering music and scent in the lobby of the downtown Austin location.

Beth Atherton, Caritas Executive Director said, "Caritas is so grateful for DMX's donation and it has made a big impact on clients at Caritas. Clients have commented that the music brings a sense of calm to the dining room, and have noticed that the "scents" have enhanced the atmosphere and helps relax clients who are waiting in our lobby. Now, in addition to a healthy lunch, our clients can enjoy an enhanced dining experience in a relaxed environment."

DMX music and scent services for Caritas were designed to uplift, yet relax the clients as they spend time in the dining room and lobby. While the music flows, overhead scent will also be delivered to offer a pleasant refreshing atmosphere that masks any odors and offers a positive experience.

Brian McKinley, VP of Marketing at DMX, said, "DMX is happy to donate our music and scent services to Caritas. We impact millions of people on a daily bases with our services so this is a great opportunity to give back to our community and to a charity that we actively support. We understand the power of music and scent and how it can impact people moods and their environments and it's great that we can help uplift those in need."

About DMX

Recognized as an international leader of experiential marketing services, DMX creates cohesive brand experiences across physical and digital environments. From mobile-enhanced in-store activation, to branded digital music microstores, from branded streaming music players embeddable across social networking sites, to turnkey music promotions, DMX's interactive strategies leverage a brand's physical and digital properties to create unique customer experiences. DMX's in-store services include music, video/digital signage, and scent marketing. For more information please visit DMX at www.dmx.com or download the DMX iPhone app. at iTunes.

About Caritas of Austin

Founded in 1964, Caritas of Austin is a non-profit organization that serves 20,000 homeless, working poor and documented refugees in Travis County. Caritas' services feed, house, educate and employ thousands. Help us build a community where there is respect for all individuals and hope for those experiencing poverty. For more information, visit www.caritasofaustin.org.