

PRESS RELEASE



February 3, 2011
Ray Goforth
DMX Public Relations
512-380-8524
ray.goforth@dmx.com

Shopping Never Smelled So Good; DMX Provides Scent Experiences to Bramalea City Centre Shoppers

Calgary, Canada—DMX, Inc. partners with Bramalea City Centre – an enclosed shopping mall located in the city of Brampton, Ontario, Canada. BCC has chosen DMX as its exclusive scent partner. DMX, the leader in experiential marketing services for commercial environments, will enhance the shopping experience by providing scent throughout the shopping mall common areas.

“At Bramalea City Centre, we aim to be leaders in our industry by being the first shopping mall to utilize this type of scent technology. It’s important that we offer our customers an authentic and enjoyable shopping experience,” Andrew Butler, General Manager at BCC said. “DMX was the perfect partner to allow us to grow that philosophy in a new direction.”

Bramalea City Centre offers over a million square feet of retail space and more than 280 retailers, and is one of Canada's largest shopping malls. The brand wanted to reveal a new beginning with the grand opening of the expansion that represents new growth, and the breath of life, which is why spring scents were chosen for spring. Seasonal scents such as cinnamon and pine will be provided for fall and winter months. Other branding efforts include music, print, radio, television, and a new messaging approach that allows tenants broadcasting time over the mall’s audio system which is also powered by DMX.

Graham Duff, VP of Canadian Sales at DMX, said, “DMX is excited to work with BCC and demonstrate how scent and messaging enhance the shopping experience. The focus on spring scent is a perfect match for the grand opening.”

- 30 -

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,

PRESS RELEASE



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 on iTunes.

Bramalea City Centre

Bramalea City Centre is an enclosed shopping mall located in the city of Brampton, Ontario, Canada. With over a million square feet of retail space and more than 280 retailers, it is one of Canada's largest shopping malls. Regarded as a super regional mall, Bramalea City Centre has a market of more than 500,000 residents and attracts in excess of 12 million visitors annually.^[1] Since opening its doors to the public in the 1970s, Bramalea City Centre has been an important retail hub for the city of Brampton, pumping hundreds of millions of dollars into the local economy. Extensive renovation and expansion have improved the mall's atmosphere. In 2005, Bramalea City Centre was congratulated by Brampton's mayor and council for the success of these renovations. They have also received further support and praise from city council for their recent extensive renovation project, which was completed in 2010.

“###”