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LouLou Magazine Recognizes DMX Client H&M with Golden Bag Award for Best In-Store Music for the Second Year in A Row.

AUSTIN, TX—LouLou Magazine, a major Canadian fashion publication, recently awarded DMX client H&M with their second “Golden Bag” award for “Favorite In-Store Music” in its January/February 2009 issue.

“The innovation of H&M’s music design is the result of a defined direct sensory appeal to their clientele,” Leanne Flask, DMX vice president of music design said. “It’s always fresh, ahead of trend and energetic, much like the H&M brand. The design has been created to be an active experience with the H&M environment and is presented in such a way to always reinforce the brand regardless of the time spent in store.”

Tony Everett, Music Stylist, at H&M, said, “H&M is extremely pleased to receive the LouLou award for the second year in a row. We feel that DMX creates music that reflects our brand and resonates with our customers.”

Winners of the 3rd annual Golden Bag awards were selected based on the results of a reader’s poll. Out of many nominees, three winners were awarded either a gold, silver or bronze bag award. In the “Favorite In-Store Music” category, H&M earned the number one spot and the resulting Golden Bag for the second consecutive year.

DMX’s music design for H&M exudes the feeling of youth and energy often associated with the brand by offering the most current music trends and sounds throughout the entire space – even in the dressing rooms.

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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, multi-sensory environments that drive repeat business. DMX also provides music for cable television networks worldwide. For over 35 years, DMX's customers have included prominent industry leaders and represent some of the most identifiable international brands such as Nike, Starwood Hotels, 24 Hour Fitness, American Eagle, and many others. For more information please visit DMX on the Web at www.dmx.com.