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### **“EXPRESS ROCKS” Music Promotional Campaign**

(Austin, Texas) Express, the preferred young, sexy, and sophisticated designer brand among fashion-forward young women and men, has partnered exclusively with DMX to produce four “EXPRESS ROCKS” branded promotional events at music festivals throughout the US in 2010.

“EXPRESS ROCKS” officially launched at South by Southwest in March giving customers, fans and the music industry a taste of what Express is all about! Live performances by Frank and Derol, The Constellations, Neon Trees and other well known bands rocked out all day long! Performances, band interviews including fashion must haves and music festival look books can be found on Express.com, giving customers a behind the scenes look.

Express and DMX will continue the “EXPRESS ROCKS” campaign throughout the festivals with online video, live streaming, VIP event updates, performances, interviews and an online blogging component. The next stop is Coachella on 4/16, where Express will throw an onsite VIP pool party full of hot new bands playing live, DJs, a celebrity gifting suite and more!

Taking the music fun a step further, Express is offering real time Facebook posts, Tweets and mobile alerts promoting the “EXPRESS ROCKS” sweepstakes creating excitement and a viral component to the Express on-festival presence. The sweepstakes include roundtrip airfare for 2, hotel accommodations, festival tickets, access to the Express sponsored party as well as involving the winner in the experience by blogging from the event and capturing video footage for Express.com.

#### **MORE ABOUT EXPRESS AND DMX**

For the last 23 years, DMX has been the exclusive in-store music provider for Express and recently re-launched “Express Radio”—helping to create artist promotions and provide a more social experience for Express customers.

“We are excited to move our brand in a direction that associates Express with specific bands and current music festivals. DMX understands the Express brand and is helping us draw more people to our website by being more interactive with our customers through music and fashion; which is what Express is all about.” said Pam Seidman, Director of Public Relations and Marketing for Express.

“DMX recognizes that much of the conversation that transitions a brand into a lifestyle takes place exclusively between consumers and outside the physical confines of a store. DMX is the in-store and interactive music provider for Express and Express Radio, which works to define the pulse of the brand across all consumer touchpoints. We understand the Express guy and girl and are happy to help merge lifestyle and brand around these aspirational music events.” said Erin O’Brien, Vice President of Interactive Strategy for DMX, Inc.

### **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](http://www.dmx.com) or download the DMX iPhone app. at iTunes.