PRESS RELEASE

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Hear the Music Live and DMX Join Forces to Provide Live Music Experiences to Helping Hand Home for Children

Austin, Texas – National 501 (c)(3) non-profit, Hear the Music Live and Austin, TX based corporation, DMX join creative forces to bring a full year of live music programs to abused and neglected children at Helping Hand Home. The kick-off party marked the first partnership between a corporation and Hear the Music Live to expand programming to include ongoing mentorship between employees and children on a local level. Hear the Music Live hopes to expand such partnerships throughout the nation.

On March 25, 2011, national 501 (c)(3) non-profit, www.hearthemusiclive.org [Hear the Music Live] and Austin based corporation DMX, joined creative forces to bring live music to Helping Hand Home for Children.

The pizza party kicked off what will become a full year of live music and mentoring for the 41 children who live at Helping Hand Home from both Hear the Music Live and DMX. Hear the Music Live is excited to link local corporations and residential foster homes so that foster youth can enjoy an expanded program of live music and positive mentoring in their local areas.

Hear the Music Live is a national 501 (c) (3) non-profit that provides live music experiences for foster youth and teens throughout the United States and Canada. www.hearthemusiclive.org [Hear the Music Live] is the vision of founder, Steven Nornhold who has a life-long passion for music and understands that some teens are missing out on opportunities that many others take for granted. Since 2009, Hear the Music Live has sent close to 6,000 foster children, teens and families to concerts in their local area. Hear the Music Live anticipates sending close to 20,000 foster children to concerts in 2011.

Hear the Music Live and DMX believe in the power of music to transform lives and are excited to partner together and bring live music to the children residing at Helping Hand Home in Austin. DMX employees will have the opportunity to mentor these boys and girls at live music events throughout the year. The first event will be on May 7, 2011 at The Fifth Annual Austin Family Music Festival- a special day at historic Pioneer Farms featuring performances by family-friendly entertainers the Emmy® Award winning Biscuit Brothers, and a farm-full of

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family friendly musical acts. This will be the first of many live music concerts sponsored by Hear the Music Live and DMX for the children at Helping Hand Home in Austin, TX.

Since 1893, Helping Hand Home for Children has provided a place to heal for abused, neglected and abandoned children. The Home provides residential treatment services, foster care, adoption services, and a charter school for emotionally disturbed children. Helping Hand Home's mission is to maintain a therapeutic home for children and to restore each child to a healthy family setting.

www.hearthemusiclive.org [Hear the Music Live] and DMX understand that children in the foster care system often suffer from a "poverty of experience". Attending a concert greatly adds to their bank of experience and narrows the gap between foster youth and peers not in foster care. These experiences greatly increase self-esteem, motivation, trust, and socialization.

About DMX

Recognized as an international leader of experiential marketing services, DMX creates brand experiences using music, video/digital signage, audio and mobile messaging, scent marketing, and audio/visual systems design and installation. DMX services span physical and digital worlds - from in-store environments to online streaming music players and branded digital music stores to mobile messaging (SMS) and mobile web – for completely integrated solutions. Serving a wide variety of industries including retail, hospitality, restaurants, and many more, DMX helps create unique and unforgettable customer experiences. DMX also provides digital music solutions for satellite and residential cable operators. For more information please visit DMX at www.dmx.com.