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Contact: Ray Goforth or Elina Konan

DMX

512-380-8524

ray.goforth@dmx.com or elina.konan@dmx.com

## **DMX COOKS UP A BIG NIGHT OUT WITH THE MELTING POT**

AUSTIN, TX - Melting Pot Restaurants located in Massachusetts, Ohio, Oklahoma, and Minnesota have chosen DMX to be their exclusive provider for mobile messaging campaigns.

These locations' new partnership with DMX is an integral part of their overall local branding effort. The Melting Pot is a fondue restaurant that is designed to not only entertain people, but also to give them an interactive experience. Now, this interactive experience can begin before the patrons enter the restaurant.

"We are excited about working with DMX to extend our communication with our customers," said Mark Chapman, owner of both Oklahoma Melting Pots. "Because DMX understands The Melting Pot's brand and is already our music provider we felt mobile messaging was the next step to extend our partnership."

The specially-designed mobile messaging campaign, "Big Night Out," will instruct opt-in users to text in and receive a complimentary chocolate fondue with their meal. Loyal patrons will have the opportunity to interact with the brand outside of the restaurant.

"We are excited to extend our relationship with these Melting Pot restaurants." Erin O'Brien, Sr. Dir. New Media of Austin-based DMX, said. "By providing the 'Big Night Out' campaign, these Melting Pot locations can now increase customer loyalty."

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### **About DMX**

Recognized as an international designer of brand experiences for commercial environments, DMX uses sight, sound and science as building blocks. The company's services include music, full motion video, audio messages and environmental scents that 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 Polo, Nike, Pac Sun, 24 Hour Fitness, Wynn Hotel & Casino, Papyrus, American Eagle, and many others. For more information please visit us on the Web at [www.dmx.com](http://www.dmx.com).

**About The Melting Pot Restaurants Inc.**

With 142 restaurants nationwide, existing locations in 37 states including the District of Columbia, and over 28 locations currently in development, The Melting Pot Restaurants Inc. is the country's premier fondue restaurant franchise. At The Melting Pot, fondue becomes a memorable four-course dining experience where patrons can dip into something different. Guests enjoy a choice of four flavorful fondue cooking styles and a variety of unique entrées combined with special dipping sauces. The menu also includes creamy cheese fondues, lively salads, fine wines and mouthwatering chocolate fondue desserts. Founded in 1975, The Melting Pot's corporate headquarters are in Tampa, Fla. For more information visit [www.meltingpot.com](http://www.meltingpot.com) or email [info@meltingpot.com](mailto:info@meltingpot.com).