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## **G by GUESS Partners with DMX to Launch a Fashionable Mobile Messaging Campaign**

AUSTIN, Texas—G by GUESS, the young-adult sportswear brand from GUESS?, Inc., has partnered exclusively with DMX Inc. to launch their first mobile messaging campaign.

As the leading provider of sensory branding for commercial environments, Austin-based DMX will enhance the customer experience by providing mobile messaging to G by GUESS' opt-in users throughout the United States.

“Mobile Messaging is the communication of the future. Since G by GUESS is designed for the next generation; offering a wide assortment of young, hip and trendy apparel and accessories to today’s youth, we are confident that this is the perfect way to reach our target demographic, literally in the palm of their hands,” said Paul Marciano, Chief Executive Officer and Co-Chairman of the Board for GUESS Inc.

Erin O’Brien, Sr. Dir. New Media of Austin-based DMX, said: “For G by GUESS, DMX designed a mobile messaging campaign aimed at communicating with their customers outside the store environment to notify them about discounts, trends, and other special offers. DMX has a long history of designing and implementing new experiences for GUESS’ in-store environment and is excited to help G by GUESS extend its brand experience to the third screen.”

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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](http://www.dmx.com).

About G by GUESS.

Established in 2007, G by GUESS is a new retail concept targeting young adults. G by GUESS carries apparel, accessories and footwear, using a retro California and Old Hollywood inspiration to design unique, casual collections. G by GUESS currently operates forty three stores in the United States. For additional information, online shopping and updates, visit [www.gbyguess.com](http://www.gbyguess.com).