



LouLou Magazine Recognizes DMX Client H&M with Golden Bag Award for Best In-Store Music

AUSTIN, TX—LouLou Magazine, a major Canadian fashion publication, recently awarded DMX client H&M with a “Golden Bag” award for “Favorite In-Store Music” in its January/February 2008 issue.

“The innovation of H&M’s music design is the result of a direct sensory appeal to their clientele,” Leanne Flask, DMX vice president of music design said. “It’s always fresh, up to date and energetic, much like the H&M brand, and is presented in such a way to always reinforce the brand regardless of the time spent in store.”

Winners of the 2nd annual Golden Bag awards were selected based on a massive reader’s poll. Out of numerous 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!

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 into the dressing rooms.

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.