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Contact: Kevin Smothers  
Elizabeth Christian & Associates Public Relations  
512-472-9599  
[ksmothers@echristianpr.com](mailto:ksmothers@echristianpr.com)

## **DMX AND LA MADELEINE BAKE SWEET MUSIC TOGETHER**

AUSTIN—la Madeleine Country French Café, has chosen DMX as its exclusive music supplier. DMX, the leading provider of sensory branding for commercial environments, will enhance the dining experience by providing foreground music in the bakery and dining areas at la Madeleine's more than 60 North American locations.

"At la Madeleine our goal is to provide our guests a unique and memorable dining experience every time they visit us," la Madeleine's Chief Operating Officer, Phil Costner, said. "The DMX system enhances our country French ambience and enables our guests to immerse themselves in the experience."

la Madeleine's menu diversity stretches from the finest hand crafted pastries, to award winning soups and salads to country French favorites like savory crepes and herb crusted rotisserie chicken. The DMX approach to creating sensory branding will no doubt compliment the mouth watering aromas and sights that make up the la Madeleine experience.

DMX's music design will reinforce the feeling of traditional French country life by offering soothing sounds throughout the entire space—even into the bathrooms, which will feature spoken-word French lessons created by DMX's expert team of messaging specialists. Every la Madeline location features an inviting fireplace and wooden dining tables that are reminiscent of a family dinner setting, made even cozier by the light classical background music chosen specifically to evoke a truly Continental experience. To deliver the creative content, la Madeleine will use DMX's ProFusion D music platform, an on-premise system designed especially for long-play in commercial environments.

### **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 la Madeline**

la Madeleine Bakery, Café & Bistro serves authentic country French cuisine adapted for American tastes at 63 locations in nine U.S. markets. Founded in 1983 as a *boulangerie*, or French-style bakery, la Madeleine has evolved into a neighborhood café and bistro where guests can enjoy a meal made from fresh, simple ingredients at their own pace. la Madeleine has twice been named one of the "Top 10 Bakeries in the U.S." by *Bon Appetit* and one of the "Top 50 Regional Powerhouse Chains" by *Nation's Restaurant News*. For more information, visit [www.lamadeleine.com](http://www.lamadeleine.com).