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## **DMX Taps into the Consumer Market With the Launch of Sonic Tap**

AUSTIN, Texas—DMX Inc., the leading provider of professionally designed music experiences, is launching its Sonic Tap<sup>®</sup> digital music service in Beta form at [www.sonictap.com](http://www.sonictap.com). Sonic Tap allows consumers to tap into the knowledge and passion of DMX’ professional Music Designers and be guided in the discovery of new and compelling music. Sonic Tap offers thousands of professionally designed playlists, handcrafted by DMX’ team of experts, to perfectly fit any moment. Drawn from a DRM-free library of more than 5 million songs, including the four majors, every Sonic Tap playlist is compatible with iTunes/iPods and Windows/MP3 players.

“DMX’s audio branding services are heard in thousands of businesses, including many of the world’s top retailers, restaurants and hotels. Consumers have been listening to us for years—they just didn’t know it,” John Cullen, CEO of **DMX**, said. “Sonic Tap enables consumers to tap directly into the DMX experience. Whether you’re entertaining guests or going for a jog, Sonic Tap has a customized playlist for any occasion.”

Consumers can search by genre, lifestyle, music designer, artist, album or song. In addition, by clicking on the name of an artist or song within a playlist, consumers can find every other professionally designed playlist featuring that artist or song—a great way to discover new music. Playlists can be downloaded directly in a consumer’s iTunes’ library—Sonic Tap will even create the playlist within iTunes automatically!

Dallas, TX based AppliedSB powers the Sonic Tap service, providing the underlying technology and audio content library.

### **About DMX**

DMX designs branded business environments and extends this experience into the lives of customers. This helps businesses differentiate themselves from competitors, build brand loyalty, connect with consumers, and provide an unforgettable experience for anyone who walks through their doors. On-site services include music, video, messaging, scent, and A-V systems. New media services include mobile message marketing, webcasting and music downloads. DMX also provides digital music services for cable television systems around the globe. For over 35 years DMX has represented businesses large and small, including some of the most identifiable international brands such as Nike, Starwood Hotels, 24 Hour Fitness and American Eagle. [dmx.com](http://dmx.com) | 800.345.5000.

### **About appliedSB**

appliedSB provides to its clients an advanced Business to Business ("B2B") technical platform that creates and supports direct relationships between brand and consumer or artist and fan on whatever device they are on at any given moment - web or mobile. With loyalty in place, appliedSB develops solutions and products to monetize that relationship. Services include but are not limited, creating text messaging campaigns, mo-blogging, viral marketing, developing online music store, white labeling content, consulting, and managing CRM data.

[www.appliedSB.com](http://www.appliedSB.com)