



May 29, 2008

Contact: Kevin Smothers or Carrie Simmons
Elizabeth Christian & Associates Public Relations
(512) 472-9599

ksmothers@echristianpr.com or csimmons@echristianpr.com

DMX NAMES JIM REMENY SENIOR VICE PRESIDENT OF SALES FOR THE SOUTHERN AND EASTERN REGIONS

AUSTIN and ATLANTA—Jim Remeny has been named senior vice president of sales for the southern and eastern regions for DMX, the Austin-based company recognized as an industry leader in sensory branding for businesses. Remeny will be based out of DMX's Atlanta office and will oversee 67 employees in various locations. He is responsible for managing sales activity to improve DMX' market share and profitability, developing sales skills and effectiveness through field training and coaching, and implementing account and territory plans to increase sales in two regions, which encompass 27 states.

"Jim's industry and management experience, combined with his sales and marketing background, make him uniquely qualified for a leadership role," DMX CEO John Cullen said. "He's the perfect person to take DMX to new levels by leading the company to explore emerging opportunities in every possible industry sector."

Remeny comes to DMX from Arbitron Inc. where he was senior eastern regional manager overseeing sales in 115 East Coast markets. Remeny previously worked for Clear Channel Communications in the Miami market, accelerating from account executive to regional sales manager in three short years. Remeny is certified in Talent Focused Management, Customer Focused Selling and as a Radio Marketing Consultant and has held various roles in radio and media sales for nearly 20 years.

-30-

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.