



**July 09, 2009**

Ray Goforth or Elina Kanan

DMX Public Relations

512-380-8524

[Ray.Goforth@dmx.com](mailto:Ray.Goforth@dmx.com) or [Elina.Kanan@dmx.com](mailto:Elina.Kanan@dmx.com)

## **CRC Jianian (China Record Corporation) and DMX Inc. Announce Exclusive Music Programming Partnership.**

AUSTIN, Texas—DMX Inc., the leading provider of designed music experiences for commercial environments, announces an historic deal with CRC Jianian Inc., the Chinese government's oldest and largest record company. DMX and CRC have entered into an exclusive agreement for DMX programming to feature the music catalog of the China Record Corporation, which until recently has been unheard in the western world.

These recordings which cover a period of over 90 years will help accentuate the current “World” music programs that DMX delivers to retail, hospitality, restaurant and other commercial clients globally. The catalog is so vast that DMX has created a dedicated channel to exclusively feature the traditional music of Chinese musicians. This programming will allow DMX’ subscribers to access the best and most exclusive selection of Chinese music today.

DMX has always been the recognized leader in Latin and “World” music, currently designing nearly 40 different styles in those genres alone. Brian McKinley, DMX’ VP Marketing said, “with the addition of this exclusive catalog of Chinese music, DMX extends its leadership in offering the widest variety of designed music atmospheres that deliver the perfect experience for any environment.”

"Incorporating forward thinking strategies is an essential function in terms of modernizing this historic catalog," said Tobias J. Record, Executive Director of CRC Jianian. "DMX has an unparalleled record of success and, coupled with their total sensory experience, helps CRC form cultural bridges between East & West while exponentially creating licensing opportunities across multiple platforms."

### **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 DKNY, Starwood Hotels, 24 Hour Fitness and Coach. [dmx.com](http://dmx.com) | 800.345.5000.

### **About CRC Jianian**

CRC Jianian is a joint venture partnership between Los Angeles based consultancy firm Global Entertainment Media and China Record Corporation, the Chinese government's oldest and largest record company. Established in 2003, CRC Jianian has the exclusive worldwide rights to publish and distribute CRC's historical catalog, featuring the largest collection of traditional Chinese instrumental, some of the oldest recordings dating back to the 1920s and 1930s as well as contemporary recordings