



July 15, 2009

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DMX is Cooking Up a Healthy Mobile Messaging Campaign with WaBa Grill

Austin, Texas-WaBa Grill, a quick service healthy teriyaki franchise, has partnered exclusively with DMX Inc., to launch their first mobile messaging campaign. The campaign will utilize all 21 locations of WaBa Grill and convey their healthy lifestyle.

The growing franchise realized the importance to reaching out to potential hungry customers at just the right time. The mobile campaign contacts opted-in WaBa customers at specific times when people are most likely thinking about their next meal. The messages include new menu items and special promotions via SMS coupons.

Erin O'Brien, Sr. Dir. New Media of Austin-based DMX, said: "WaBa Grill knows the importance of reaching customers during specific times and offering promotions that keep their customers coming back for more and DMX is pleased to partner with this franchise for their first mobile messaging campaign."

Brian Ham from WaBa commented, "WaBa Grill is a growing franchise that understands the importance of healthy food that is also quick service. We want to provide healthy options to our customers when they are deciding their next meal. DMX has set up a mobile campaign that not only reminds people of our healthy and delicious meal options, but also reminds customers of our branded efforts."

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 Coach, Starwood Hotels, 24 Hour Fitness and DKNY. dmx.com | 800.345.5000.