

PRESS RELEASE



August 2 2011
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DMX® and 77Kids by American Eagle Extend In-Store Music Partnership and Launch Online Music Players

Austin, Texas - DMX, Inc., the leader in commercial experiential marketing services, announces they have extended their partnership with 77kids by american eagle, a clothing brand aimed at children from 0 months-14 years-of-age.

DMX will continue to provide all 77kids by american eagle locations with their signature brand sound, which incorporates a complementary blend of bright indie-rock and vivacious pop, along with some surprise throwbacks for parents to enjoy while shopping with their kids. In addition, DMX and 77kids by american eagle partnered on their Back-to-School promotion that entailed both in-store artist shout outs and social media prize giveaways. 77kids by american eagle opted to utilize the ProFusion iS device, which offers video, music and messaging capabilities, for various artist shout outs featuring artists such as Ke\$ha, Parachute, and 3 Doors Down, that will project out each entry way of all 77kids by american eagle locations.

“Music is such an important part of the 77kids Brand DNA and our customers lives,” says Brian Franks, VP of Creative Marketing for 77kids by american eagle, “DMX continues to be a great partner helping us to push creative boundaries and deliver a fun experience to kids and parents that is unique, cool and original.”

77kids by american eagle not only extended the in-store music relationship with DMX, but also partnered on a new online music player and Facebook widget. The 77MIXTAPE, offers streaming and download capabilities for the brand’s online users. TUESDAY TUNES, which lives on the 77kids by american eagle Facebook wall, offers a streaming track updated each Tuesday and up to one thousand free downloads each week. The Facebook widget will appear on the 77kids by american eagle Facebook page periodically and will be used as a promotional tool when launching various campaigns.

“DMX is pleased to continue our relationship with 77kids by american eagle and collaborate on in-store and online initiatives for their customers,” said Brian McKinley, VP of Marketing at DMX, “The 77kids by american eagle brand understands the power of music and how it relates to their brand and the customer experience in-store as well as online.”

To engage in the 77kids by american eagle online experience, click the links below.

77kids by american eagle Facebook TUNESTUESDAY experience: www.facebook.com/77kids

77kids by american eagle website MIXTAPE77 experience: <http://www.ae.com/77kids/index.jsp>

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About DMX

Recognized as an international leader of experiential marketing services, DMX creates brand experiences using music, video/digital signage, audio and mobile messaging, scent marketing, and audio/visual systems design and installation. DMX services span physical and digital worlds - from in-store environments to online streaming music players and branded digital music stores to mobile messaging (SMS) and mobile web - for completely integrated solutions. Serving a wide variety of industries including retail, hospitality, restaurants, and many more, DMX helps create unique and unforgettable customer experiences. DMX also provides digital music solutions for satellite and residential cable operators. For more information please visit DMX at www.dmx.com.