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DMX SCENTS MAKE SENSE FOR GREEN LILY

HOUSTON, Texas – Austin, Texas-based DMX Inc. helped bring the sweet smell of success to a recent bridal industry networking event hosted in Houston by Green Lily Events.

Green Lily Events collaborated with DMX, a leading provider of multisensory branding, to provide an unforgettable scent journey for “Go Green with The Knot,” an event for the No. 1 wedding site on the Web. Through the use of eco-friendly scent sticks, DMX integrated a natural and fresh aura that blended with the stylish “green” theme created by Green Lily Events.

The “Go Green with The Knot” event took place Aug. 28 in Houston’s Crystal Ballroom at the Rice.

“The sense of smell is powerful. It’s directly tied to the emotion-processing area of the brain. In fact, one study shows that 75 percent of emotions are generated by smell,” says Brian McKinley, vice president of marketing at DMX. “That’s why DMX offers, and helps customers choose from, a wide variety of specialized scents to help clients like Green Lily improve the customer experience.”

Once they stepped in the elevators at the event, guests encountered the euphoric, organic scent of grapefruit rosemary. In the lobby, the luscious and crisp fragrance of Macintosh apple lifted the spirits. The soft, sweet perfume of wild orchids lingered delicately in the stairwell. Overall, the scents supplied by DMX were an innovative eco-accessory.

The food for the evening was provided by Houston’s Sambuca restaurant. Jamie Purpera, catering manager at Sambuca, said: “As an event planner and caterer, we try to always reach the senses of a guest with beautiful flowers and linens, great food and drinks, and a comfortable flow of the event. Before now, I

never thought to reach out to the guests' sense of smell. This idea and this DMX product represent just one more way to ensure that the guest experience is spectacular."

DMX creates a scent experience that is designed for an event to create a memorable, remarkable encounter that leaves no senses untouched. With the help of DMX, Green Lily Events created a successful and unforgettable celebration. Green Lily Events is noted for bringing its innovative style to the table, and this event was no exception.

"Our goal is to ignite as much sentiment from our clients as we can. Whether it is with visualizations or aromas, we want people to come across as many elements and emotions as they can and submerge themselves in their surroundings," Green Lily Events co-founder Jessica Zapatero said.

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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, multisensory environments that drive repeat business. DMX has represented some of the most identifiable international brands, such as Nike, Starwood Hotels, 24 Hour Fitness and American Eagle. For more information, visit www.dmx.com.

About Green Lily Events

At Green Lily Events, we believe that making responsible choices in the early stages of event planning can minimize waste and create a lighter footprint. Our mission is to create unique, eco-chic events that balance style with sustainability. Our customized services allow you to decide how green your event will be. There are many shades of green; let us help you find the perfect shade for your event. For more information, visit www.greenlilyevents.com.