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DMX, Inc. helps Elizabeth Arden Day Spa Enhance the Experience with a Multi-Service Solution

Austin, TX—Elizabeth Arden Red Door Spas, the largest branded luxury day spa company, partners with DMX to enhance their spa atmosphere with a cost-effective multi-service solution. All spa and resort locations will have an eclectic mix of in-store music and informational on-hold phone messaging.

Red Door was previously using three different vendors to supply their music and messaging, but wanted to reduce the overall cost and total number of devices at their spas.

Under the agreement, the Stamford, CT-based Red Door Spas will market DMX' services to the 30 locations it currently serves in 13 states. This will augment the company's in-store music process, by having DMX as the sole vendor to deliver and easily manage every location's customized service. With DMX' ProfusionXS, Red Door will have three music styles in four separate areas of each resort and spa, including a wide range of upbeat, modern, cosmopolitan hits to relaxing, calming acoustic tracks.

"Each Red Door Spa location is unique in its own way, but it's important that we maintain a consistent overall experience," said Sarah Egan, Marketing Manager of Elizabeth Arden Red Door Resorts & Spas. "Knowing DMX has a history of supplying upscale-clients, we realized they would have the best solution for Red Door. We are extremely pleased with the entire process and end result."

In addition to music, DMX has incorporated an on-hold messaging service, also delivered through their ProfusionXS device. This enhances the Red Door experience for customers over the phone, to extend their inviting image beyond the physical walls of their spa.

"This is a great partnership between Elizabeth Arden Red Door Spas and DMX. Red Door was looking for efficiency and DMX provided a solution to meet both their branding needs as well as their budget," said Brian McKinley, VP of Marketing at DMX, Inc. "With their goals in mind, we reduced the number of devices at each location from four to one, and supplied messaging and music styles that best suit their ambience and brand image."

The combination of two sensory branding components, in-store music and on-hold, voice messaging, provides the final solution to be a very upscale and invigorating spa experience.

About Red Door Spas

With nearly 100 years of beauty expertise based on fundamental elements and philosophy of day spa pioneer Elizabeth Arden, Red Door Spas operates 30 day and resort spas nationwide. Committed to enhancing the lives of their guests through beauty, harmony and well-being, and to providing pioneering techniques, quality treatments and advanced services, Red Door Spas will continue to expand, innovate and remain the leader in the day spa industry for years to come.

About DMX, Inc.

DMX, Inc. 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.