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## DMX Turns Up the Volume for Sixty USA's Miss Sixty, Energie Stores

AUSTIN, Texas—New York-based fashion retailer Sixty USA Inc. has chosen DMX Inc. as its exclusive music design supplier.

As the leading provider of sensory branding for commercial environments, Austin-based DMX will enhance the in-store experience by providing music for Sixty USA's 25 Miss Sixty and Energie locations in the United States.

"Sixty USA selected DMX for their superior customer service and proven track record in sound styling and technology," David Mollon, director of visual merchandising for Sixty USA, said.

Tim Seaton, chief operation officer of DMX, said: "DMX is excited about being able to renovate the customer experience for Miss Sixty and Energie stores in the United States. DMX has a long history of designing and implementing a 'sonic brand' for retailers around the world and are proud to be partnering with Sixty USA."

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### About DMX Inc.

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](http://www.dmx.com).

### **About Sixty**

Sixty USA is part of the Sixty Group, an Italy-based company. In 1989, Wichy Hassan, the Creative Director and Co-Founder of Sixty Group, envisioned creating a company where denim and fashion collections would live in a whimsical world without borders or limits. Collaborating with Co-Founder and CEO Renato Rossi the dream would be realized and an international company with a portfolio of global brands was born. Sixty's innovative brands—which include Miss Sixty, Energie, Killah, Sixty and RefrigiWear—are distributed worldwide in the most influential specialty boutiques and department stores, as well as in Sixty's own chain of retail stores.