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DMX Celebrates 1 Millionth SMS Text this Year

(Austin, Texas) DMX, Inc the experiential marketing experts has delivered hundred's of mobile campaigns and has successfully sent its 1 millionth SMS text this year.

Since launching the first U.S. mobile campaign in 2009, DMX has been working closely with various industries—maximizing dollars through the use of mobile SMS texting and generating accelerated revenue streams for their customers. DMX' mobile marketing offerings include a wide array of SMS texting for promotional alerts and information, mobile sweepstakes, text-2-win campaigns and enriched mobile applications. All of these elements offer customers an opportunity to achieve higher and quicker revenue streams-increasing overall ROI.

Katie Wohlman, Marketing Manager of Vanity said: “Vanity teamed up with DMX to give their customers a chance to win a trip to meet Miranda Lambert at one of her concerts! This was no regular sweepstakes - this was a customer experience powered by DMX. For three weeks, customers could register in-store, online, or by texting “REVOLUTION” to Vanity. With thousands of mobile respondents, the payout was huge. The mobile sweepstakes allowed Vanity to capture its customer’s interest and maintain contact with targeted messages beyond the three-week contest.”

“We have been using DMX for our Mobile Marketing Campaigns for about a year now. We have a particular event that we run every month. For a number of reasons we have not used SMS messages to promote it for a few of the past several months - and that has been reflected in sales. Going forward we will not be missing any months using SMS messages through DMX to promote our event.” Said Thom Perez, Director of Marketing of Hickory Tavern.

Clinic Administrator of Massage Envy Woodinville, Jennifer Logan, Said: “We just wanted to tell you what a pleasure it has been working with you to implement our new mobile messaging campaign. Your company has been easy to work with and everyone on your staff has been accessible and available to answer all of our questions. Thank you so much for helping us make this campaign so successful!”

Despite economic challenges and marketing budgeting cuts, highlights from 2010 include:

- * Revenue has already surpassed 2009 revenue
- * August # of texts is 633% higher compared to January 2010
- * August mobile revenue close to 1000% higher compared to January 2010
- * Customer base has grown by 19% since January 2010

Brian McKinley, VP of Marketing at DMX said: “We love helping brands communicate with their customers and by launch impactful campaigns that create customer loyalty.”

About DMX

Recognized as an international leader of experiential marketing services, DMX creates cohesive brand experiences across physical and digital environments. From mobile-enhanced in-store activation, to branded digital music microstores, from branded streaming music players embeddable across social networking sites, to turnkey music promotions, DMX' interactive strategies leverage a brand's physical and digital properties to create unique customer experiences. DMX' in-store services include music, video/digital signage, and scent marketing. For more information please visit DMX at www.dmx.com or download the DMX iPhone app. at iTunes.