



CREST DIGITAL and DMX, INC Form Alliance Creating an In-Flight Entertainment First

In-Flight Audio Channels can be downloaded via an airline's website.

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Two of In-flight entertainment's most respected and experienced service providers, Crest Digital and DMX Inc., have formed an exclusive long term strategic alliance that will revolutionize the airline passenger experience.

Fl'air, a new division of Crest Digital, will offer distinctive customized audio programming and related entertainment services to airlines with all content and programming services provided exclusively by DMX. Crest Digital and DMX will allow airlines to offer compelling in-flight and promotional music programming for sale to passengers directly from the airline's website.

Crest Digital and DMX are the first in the marketplace to allow passengers to download the custom audio programming played as part of their in-flight entertainment experience. Powered by DMX's Sonic Tap[®] digital music service, passengers can tap into the knowledge and passion of DMX's professional Music Designers and be guided in the discovery of new and compelling music. In addition to making its in-flight music entertainment programming available for digital download, airlines can promote new destinations, special promotions, or any of the airline's objectives, with custom music programs that will be made available through the airline's website.

"Imagine a passenger asking if he can have a copy of the Jazz Channel playlist he heard while flying from New York to San Francisco? Or rewarding passengers traveling to Hawaii with a playlist featuring island favorites? Or a destination-specific music playlist promoting flights to new markets? Until now, airlines have not been able to meet their passengers' requests. Through our partnership with DMX and its Sonic Tap digital music service, an airline can make its in-flight music entertainment and custom music programming accessible on its website for sale to passengers." said Ron Stein, President of Crest Digital.

Barry Knittel, Senior Vice President, Business Affairs Worldwide, said: “In the highly competitive airline industry, brand differentiation and customer loyalty are driving airlines to improve the traveling experience of its passengers. We are very excited to partner with Crest Digital to provide a compelling in-flight entertainment experience. In addition, using our Sonic Tap service enables passengers to download their in-flight music entertainment experience directly from the airline’s website.”

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About DMX DMX 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.

About Sonic Tap Sonic Tap allows consumers to tap into the knowledge and passion of DMX’ professional Music Designers and be guided in the discovery of new and compelling music. Sonic Tap offers thousands of professionally designed playlists, handcrafted by DMX’ team of experts, to perfectly fit any moment. Drawn from a DRM-free library of more than 5 million songs, including the four major record labels, every Sonic Tap playlist is compatible with iTunes/iPods and Windows/MP3 players.

About Crest Digital

Crest Digital is a media services company with a track record of developing highly innovative solutions for the global entertainment and technology industries. A 46-year-old company based in Hollywood, California, Crest has provided industry-leading video, audio, language and pre-recorded DVD and CD media services to major film studios, home video distributors, record labels, software companies and in-flight entertainment. The award-winning company has a well-earned reputation worldwide for developing new technologies including many industry “firsts” and an unwavering commitment to the industry’s highest standards of quality, service and intellectual property security. Crest Digital is a proven industry leader and one of Southern California’s premier digital media service providers. www.crestdigital.com

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