

THE COMFORTING SCENT OF A GOOD NIGHT'S REST: DMX AND SIT 'N SLEEP STRIKE A FRAGRANT PARTNERSHIP

AUSTIN, Texas—Sit 'n Sleep has become the first major retail client of DMX's scent product by partnering with the sensory branding leader to infuse all of its 26 locations. DMX will enhance the in-store customer experience by deploying their Pumpkin Spice scent at all Sit 'n Sleep locations across Southern California. To deliver the Pumpkin Spice scent, Sit 'n Sleep will be using DMX's Scent Vent, a unique three-speed, pivoting and remarkably quiet fan scent machine.

Nobel Prize research concluded that a whiff of an odor brings a mix of different molecules into the nose, where each molecule activates several odor receptors that can influence mood, memory and emotions. We can communicate by smell—without knowing it. Tests were conducted to note the feelings evoked by each smell DMX provides. The Pumpkin Spice scent chosen by Sit 'n Sleep evokes feelings of holidays, gourmet, food and luxury, and is appealing to both masculine and feminine sensibilities. These feelings enhance the comforting environment that Sit 'n Sleep desired to create for its customers.

“Enhancing the sensory experience through scent is a break through DMX is excited to be a part of,” Tim Seaton, chief operation officer of DMX, said. “The scent provided to Sit 'n Sleep is a superior tool designed to attract their targeted audience and resonate with them long after they leave the store.”

It's no secret that scent is one of the strongest senses that people possess. In fact, according to a study by researchers at Millward Brown, 75 percent of emotions are generated by smells. The subtle combination of ambient scent stimuli in most environments can generate positive and negative responses. For example, the use of low arousal scents with fast-tempo music generates an entirely different response than the use of the same scent with a slow-tempo selection. It's the overall configuration of these “sensory cues” that drives consumer perceptions and behavior.

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 Sit 'n Sleep

Sit 'n Sleep is recognized as the finest specialty sleep shop in the United States, with the industry's best sales staff. Known to Southern Californians as the place to buy a mattress, with the help of Larry and Irwin and their memorable messages across radio and television airwaves of “You're killing me, Larry,” Sit 'n Sleep has 26 superstore locations throughout Southern California, and a 240,000-square-foot distribution center and corporate offices of Gardena, Calif. Sit 'n Sleep employs about 300 people and continues to dream bigger dreams for our company, our people and our customers.

