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## DMX Welcomes Burke Morley as the Vice President of Music Design

AUSTIN, Texas—DMX, Inc. is pleased to announce Burke Morley has joined their company as Vice President of Music Design. With a wealth of lifestyle marketing experience and a track record of innovative marketing strategies through music, Burke will provide his leadership to the incomparable DMX Music Design team.

Burke offers a unique blend of music understanding and knowledge coupled with a strong Brand Marketing background. Burke is no stranger to DMX, having come across us in his prior roles at iconic retailers like American Eagle, Abercrombie & Fitch, and Hollister. At those companies, Burke was responsible for developing and executing effective brand strategies using music to create and deepen customer relationships and enhance the image of the brands.

Burke has orchestrated in-store and online campaigns and events to complement the music strategies that he developed for the brands. He brings with him a client-centric approach as he has the experience from the other side of the table. Among the successful projects that he led is the New American Music Union featuring Bob Dylan and the Raconteurs that sold out and garnered huge national attention including 250 million media impressions. In the online arena Burke developed a music microsite that was viewed over 1.6 million times and highlighted such international artists as Radiohead.

- 30 -

### [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, multi-sensory environments that drive repeat business. DMX also provides music for cable television networks worldwide. For over 35 years, DMX's customers have included prominent industry leaders and represent some of the most identifiable international brands such as The Cheesecake Factory, Marriott International Hotels, 24 Hour Fitness, Guess, and many others. For more information please visit DMX on the Web at [www.dmx.com](http://www.dmx.com).