

PRESS RELEASE



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DMX becomes Brand Standard for Black Bear Saloon

Austin, TX— Black Bear Saloon, a full-service restaurant concept by Post Road Entertainment (PRE Partners, LLC), has selected DMX, Inc. to create a multi-sensory experience for their customers. DMX is the brand standard for music and video in Black Bear locations and also provides audio messaging and scent in select locations.

The Black Bear Saloon concept appeals to a large demographic that ranges from families who dine for lunch and dinner to the after work professional crowd looking for a great happy hour. Nicole Steeger, Director of Operations for Black Bear Saloons stated, "I think it's important that our restaurants are aesthetically pleasing to all customers, and in order to develop this environment we continue to add new and exciting technological advancements. We are so pleased with the solution DMX has provided that we have incorporated that into another PRE, LLC venture, 84 park—a luxury, upscale lounge with an entirely different concept."

The audio and video experience is driven by DMX' ProFusion® M5 digital media manager. Music, video, and messaging on-hold to inform customers of current restaurant promotions and upcoming live band performances are delivered by a single device. Each Black Bear location can then receive unique music, video, and messages that can be tailored to each restaurant. In addition, DMX is providing one Saloon location with a Sagebrush aroma to complete the entire sensory branding experience.

Brian McKinley, Vice President of Marketing for DMX adds, "PRE Partners were looking to create a consistent yet flexible solution so that all their Saloons have the same overall feel, but with the ability for a site to be unique based on their live entertainment and weekly themes. They understand the importance of designing the entire atmosphere to deliver an all-around branding experience for their customers and that's exactly what DMX delivers. This is a great partnership and we look forward to continuing to work with PRE Partners ventures."

About DMX, Inc.

DMX, Inc. 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 Post Road Entertainment

Post Road Entertainment features five unique, concept-driven establishments. Our restaurants range from a family-oriented full-service eatery, to a grille & bar hangout, to an upscale luxury lounge. Our collection includes Black Bear Saloon, Kelly's Pub, Hula Hank's Island Grille & Bar, The Thirsty Turtle, and 84 Park. Originating in 2002, all Post Road Entertainment restaurants, spanning from CT to NY, have been built on the idea of quality, creativity, and service.