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DMX, Inc. Announces Green Business Certification

Austin, TX—DMX, Inc. is pleased to announce it has achieved the designation of “Green Certified Business” from the Institute for Green Business Certification (IGBC), demonstrating their outstanding commitment to the environment, health and wellbeing of the communities they serve.

DMX is recognized as an international leader of experiential marketing services. DMX creates cohesive brand experiences across physical and digital environments with mobile-enhanced in-store activation, branded digital music microstores, branded streaming music players, and turnkey music promotions. DMX’s 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.

The VP of Marketing at DMX, Brian McKinley, said: “DMX is proud of the steps it has taken to become one of a few Green certified businesses in Austin, Texas. We understand the importance of being environmentally responsible and we will continue to lead by example within our industry and community.”

DMX, Inc. started an internal green program two years ago and has taken the lead in Recycling, Water Conservation, Energy Conservation, Waste Reduction, and Environmentally Friendly Purchasing as well as the environmental elements of the EPA and OSHA. DMX also relocated to a green friendly building in 2009; the building management team is currently in the process of getting the core and shell LEED certified.

Gary H. Peterson, President of the Institute for Green Business Certification, Inc., said: “It is great to see DMX be a leader in the green initiative. It was obvious after touring the corporate office and viewing the green program they launched internally that the company not only cares about the wellbeing of its employees but also the office environment and its impact on the community.”