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DMX, Inc. becomes Brand Standard for Nando's Canada

Austin, TX—DMX, Inc. partners with Nando's Flame-Grilled Chicken Restaurants ("Nando's"), a casual dining restaurant group originating from South Africa with an Afro-Portuguese theme. Founded in 1987, Nando's operates in over 30 countries and on five continents. Nando's Canada wanted to offer a music solution that was representative of their past that also incorporates a modern edge. DMX is now the brand standard for music in 27 Canadian restaurants and all Canadian locations opening in the future.

DMX's Profusion X device will provide a variety of signature music produced by Music Designers for the Nando's brand. The music has an Afro-Portuguese theme that incorporates a world ambient feel that is unique to the Canadian market.

Nando's restaurants appeal to a diverse clientele from families at lunch and dinner, to a younger trendy crowd at urban locations. Mark Majewski, National Marketing Director for Nando's Canada stated, "I think it's important that our brand stays true to its cultural history, and the audio brand should reflect Nando's past by offering Afro-Portuguese sounds with some additional personality and upbeat influences infused. We have a special culture at Nando's—pride, passion, courage, and family are more than just words—they are the cornerstones of our organization. Our brand personality is witty, fun and passionate, and the signature music DMX created is exactly what we envisioned for the Canadian market. We are very pleased with the solution DMX has provided, and we feel it will enrich guest experiences and brand comprehension."

The VP of Canadian Sales at DMX, Graham Duff stated, "It was a great experience working with Nando's to develop their branded sound in the Canadian marketplace. They are a company that knows their brand and understands the importance of historical significance as well as having a focus on the future."

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About DMX

Recognized as an international leader of experiential marketing services, DMX creates cohesive brand experiences across physical and digital environments. From mobile-enhanced in-store activation, to branded digital music microstores, from branded streaming music players embeddable across social

networking sites, to turnkey music promotions, DMX's interactive strategies leverage a brand's physical and digital properties to create unique customer experiences. 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.

About Nandos

Nando's first opened in South Africa in 1987 and soon became famous for its flame-grilled chicken with a peri-peri (African Birds Eye Chili) kick. The restaurant group - which offers dine-in, take-out, licensed premises and catering options - has grown in popularity and expanded to more than 900 locations in over 30 countries. Nando's opened its first Canadian restaurant in 1994 in Richmond, BC and now boasts 28 restaurants and counting from as far west as Vancouver Island to as far east as Ottawa, Ontario. A full list of menu items and restaurant locations is available at www.nandoscanada.com.

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