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DMX Tailors the High-Fashion Sounds of Valentino

AUSTIN, Texas—International couture fashion retailer Valentino has chosen DMX Inc. as its exclusive music design supplier.

As the leading provider of sensory branding for commercial environments, Austin-based DMX will enhance the in-store experience by providing music for 12 Valentino stores: nine boutiques in the United States, two outlet locations and the New York showroom.

The Valentino brand is grounded in values of style and research, creativity and innovation, technology, craftsmanship and elegance. For Valentino, DMX designed music aimed at communicating a dramatic, opulent environment. At their core, all of the music selections convey creativity, innovation, craftsmanship and style.

Valentino's sensory experience is designed to accentuate its brand strategy by aligning music that pairs a shopper's personal connection with the Valentino vision. The music strategy combines indie pop-tronic, soul and satirical classical song elements.

Tim Seaton, chief operation officer of DMX, said: "DMX is eager to develop the customer experience for Valentino stores in the United States. DMX has a long history of designing and implementing a 'sonic brand' for high-end retailers around the world and is proud to be partnering with Valentino."

About DMX Inc.

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.



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