

PRESS RELEASE



October 22, 2009

Ray Goforth or Elina Kanan

DMX Public Relations

512-380-8500

Ray.Goforth@dmx.com or Elina.Kanan@dmx.com

DMX welcomes Kim Arbuckle aboard as the Vice President of Business Development for Premier Accounts

AUSTIN, Texas—DMX, Inc. is extremely pleased to announce Kim Arbuckle has joined their company as Vice President of Business Development for Premier Accounts. In this role, Kim will lead the Premier Account Executive (PAE) team to acquire new Premier customers. This is a critical component of the growth strategy for DMX.

Kim joins us after providing his leadership as Senior Vice President for Pro-Motion Technology Group, an A/V integration provider in Detroit, Michigan. At Pro-Motion, Mr. Arbuckle oversaw the Interated Solutions Group.

Before Pro-Motion, Kim spent 9 years at Bose Corporation where he served as Americas Manager of the Direct Solutions Group/Professional Systems Division, where he managed Sales, Project Management, Engineering, and Customer Service.

Prior to Bose, Kim Arbuckle was President of a commercial and residential construction company in Indianapolis. He currently resides in West Lafayette, Indiana (about 1 hour north of Indianapolis and 1.5 hours south of Chicago). Kim has a B.A. from Indiana University and an M.B.A. from Indiana Wesleyan University.

Kim has had a highly-successful career, and DMX is looking forward to having his proven leadership skills and wide-range of experience, help grow our Premier Account customer base.

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.