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DMX Orchestrates the Sounds of the Rainbow for the United Colors of Benetton

AUSTIN, Texas—Italian fashion retailer United Colors of Benetton has chosen DMX Inc. as the exclusive music design and scent supplier for its newest store in San Antonio. United Colors of Benetton will be a part of the 300,000-square-foot center addition to the high-end Shops at La Cantera in San Antonio. The new-fangled extension of shops are set to open October 24, 2008.

Austin-based DMX is a leading provider of sensory branding for commercial environments.

“United Colors of Benetton selected DMX because of its extensive depth of music and its ability to connect with our clientele on a sensory level,” Jorge Lara, owner of the United Colors of Benetton store in San Antonio, said. “Every customer who walks into the United Colors of Benetton at the Shops at La Cantera will know that they are somewhere special.”

Sounds at the San Antonio store will evolve throughout the day. United Colors of Benetton will open its doors every morning to a European Rivera sound, eliciting the feeling of escape from everyday life. The afternoon will introduce a boutique feel, featuring chic covers of popular sounds. Customers will groove to hip lounge music in the late afternoon until evening energy heightens to the sound of European club mixes.

DMX also is working on a custom scent to complement the Essence of United Colors of Benetton fragrances. This scent will be exclusive to the Benetton brand, and will become the scent standard for Benetton stores in the United States.

Tim Seaton, chief operation officer of DMX, said: “DMX is eager to contribute to the sensory brand experience for Mr. Lara’s Benetton store. DMX has a long history of designing and implementing a 'sonic brand' for retailers around the world and is proud to be partnering with United Colors of Benetton.”

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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.

About United Colors of Benetton

The Benetton Group is present in 120 countries around the world. Its core business is fashion apparel: a group with a strong Italian character whose style, quality and passion are clearly seen in its brands, the casual *United Colors of Benetton*, the glamour oriented *Sisley*, *Playlife* American college style and *Killer Loop* streetwear. The Group produces about 160 million garments every year. Its network of more than 5,500 contemporary stores around the world, offers high quality customer services and generates a total turnover of over 2 billion euro. For more information, visit www.benettongroup.com/press