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DMX, Inc. Provides a Musical Journey for Travelers on HWY 401

Calgary, Canada—DMX Music Canada, Inc. partners with Host Kilmer Service Centers L.P. (HKSC), Canadian travel centre leaders, to provide an enhanced environment that compliments the Outreach Redevelopment Project. DMX and HKSC are working together to provide a musical experience at 20 ONroute travel centres on Highway 401/400 in Ontario, Canada.

DMX' Profusion XS device will provide a variety of music, which includes Adult Contemporary, Hit Sweep, Smooth Jazz, and Classic Hits Blend. The music is customized by DMX Music Designers and is designed to entertain travelers as they stop for food, shopping, or just a moment of relaxation. The music will also include seasonal holiday hits.

“We want to offer travelers a great experience at the ONroute centres. Music is something that everyone from any age or demographic can relate to so it seemed like a natural fit for our program. We want travelers to know that when they stop at one of our travel centres they will have a unique visit that not only relaxes them, but energizes them to complete their journey and reach their destination comfortably,” stated Wayne Carson, President of HKSC.

The VP of Canadian Sales at DMX, Graham Duff stated, “It is a great experience partnering with HKSC on this unique project. We are pleased to be their music system provider and wish everyone safe and enjoyable travels.”

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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 Host Kilmer Service Centers L.P.

Host Kilmer Service Centers (HKSC) is an alliance between the world leader in travel dining and shopping (HMSHost) and a well-recognized Canadian company with extensive experience in

building public infrastructure (Kilmer Van Nostrand). The partnership was selected in 2009 by the Province of Ontario to be the developer and operator of the ONroute travel and service centres along Ontario's Highways 400 and 401. More than 500,000 people travel these routes daily and they are among the busiest highways in North America.

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