

# Pandora and DMX Partner to Launch Personalized Radio for Business

## *Simple, Affordable Licensed Music Solution for Businesses of All Sizes*

- Pandora® internet radio now available for businesses and commercial establishments as a fully licensed music solution, through a partnership with DMX.
- Unlimited access to personalized Pandora radio stations enables businesses to create the perfect sound for their environment and customers.
- Purchased through DMX at [www.dmx.com/pandora](http://www.dmx.com/pandora)

OAKLAND, Calif. and AUSTIN, Texas (November 1, 2011) – Pandora, the leader in personalized internet radio, and DMX, an innovative and proven leader in commercial music and experiential marketing, today announced a partnership to provide the first personalized internet radio solution for businesses.

Affordable and scalable, the Pandora service for business is suitable for national and local retail stores that use music to enhance their establishments, including car dealerships, medical offices, salons, restaurants and coffee shops among others. The DMX media player lets business owners play Pandora internet radio with the confidence and peace of mind that they are using a fully licensed music solution designed for their commercial setting.

Executive Vice President of Business Development and Corporate Development Jessica Steel said, “Businesses have been asking us for years to offer a commercial solution for Pandora. Music plays a central role in enhancing retail and service environments. Now all businesses, from national chains to local dentist offices, can personalize their brand experiences the same way that people personalize their individual experiences on Pandora.”

DMX CEO John Cullen said, “Being able to play an instrumental role in bringing Pandora personalized internet radio to businesses through our licensing and hardware infrastructure is a tremendous opportunity and the perfect complement to our growing portfolio of music services.”

- Affordable, turnkey solution: business owners can purchase a DMX media player online for \$99.95 and pay \$24.95 per month, per location for use of the service, with no long-term contract.
- As part of an introductory offer, the DMX media player can be purchased for \$74.95.

For more information or to order the new service for your business, please visit [www.dmx.com/pandora](http://www.dmx.com/pandora).

### **About Pandora**

Pandora gives people music they love anytime, anywhere, through connected devices. (OK, we've added comedy as well. So we're also up for playing some jokes you'll love.) Personalized stations launch instantly with the input of a single "seed" – a favorite artist, song or genre. The Music Genome Project®, a deeply detailed, hand-built musical taxonomy, powers Pandora's personalization – using musicological "DNA" and constant listener feedback to craft personalized stations from a growing collection of hundreds of thousands of recordings. Tens of millions of people in the United States turn on Pandora to hear music they love. [www.pandora.com](http://www.pandora.com)

### **About DMX**

For over 40 years, DMX has been designing and delivering brand-enhancing services to over 100,000 businesses worldwide. The DMX suite of services provides companies with the tools to create an unforgettable consumer experience, through music licensing and promotion, video and digital signage, audio/visual system design, as well as scent, mobile and audio messaging solutions. DMX services allow businesses to create unique brand experiences through programming that targets and influences the mood and behavior of their customers. For more information please visit at [www.dmx.com](http://www.dmx.com)

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