



FOR IMMEDIATE RELEASE

DATE: November 17, 2010
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ANNOUNCING DMX[®]MARQUEE

The Future of Digital Signage is Here

Austin, Texas – DMX, Inc. has partnered with 11Giraffes to offer DMX[®]MARQUEE, an easy-to-use, affordable digital signage solution. Scalable from one to thousands, DMX will offer MARQUEE to its customers, launching the product today in the United States and Canada.

“The addition of this new digital signage solution to our portfolio of products is a natural progression of our integrated vision,” said John Cullen, CEO of DMX, “which today includes music, messaging, video and scent. DMX[®]MARQUEE is the perfect compliment to our business, and will provide an excellent solution for our customers.”

DMX[®]MARQUEE provides a web-based user interface which can be controlled from any computer; anytime, anywhere. Users can easily manage and schedule their content by location, group or across an entire portfolio, upload unlimited video and images, and access a library of over 600 custom templates to design their content.

11Giraffes, innovative provider of digital signage solutions has been selected by DMX to provide the software and hardware platform for DMX[®]MARQUEE. “We’ve worked closely on the launch of DMX[®]MARQUEE.” said C. Rudy Alexander, President & CEO of 11Giraffes. “Our respective teams have shown outstanding commitment and cooperation, and we look forward to a strong and ongoing relationship.”

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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 11Giraffes

Headquartered in Charlotte, NC, 11Giraffes provides affordable, innovative and easy-to-use digital signage solutions to companies across the United States and Canada. The company's software and hardware products are distributed through a large network of North American dealers who are placing its products in a wide range of industries including hospitality, QSR/restaurant, assisted living, automotive, financial institutions, medical and dental offices, country clubs, and c-stores. 11Giraffes is committed to creating products that extend brands, deliver messages, and speak to customers in the moment that matters. (<http://www.11giraffes.com>)