

# PRESS RELEASE



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## Westin Hotels and Resorts Partners with DMX® to Extend their Branded Music Experience to Facebook

**Austin, Texas** - DMX, Inc., the leader in commercial experiential marketing services, announces they have partnered with Westin Hotels and Resorts, an upscale hotel chain owned by Starwood Hotels and Resorts worldwide. DMX launched a music player on the Westin Facebook to extend the brand's music experience to their Facebook followers and guests.

DMX is currently Westin's in-house and online music provider; the Westin website has four online music players that feature branded playlists that provide Westin fans the same listening experience online as they receive when they are a hotel guest.

"Music is such an important part of the Westin Hotels and Resorts brand experience; we seek to engage our guests with music not only at all of our hotels, but also online. We also wanted to engage our 25,000+ Facebook followers with branded music that they can stream and also download songs, so they can take the Westin branded sound with them wherever they go. We are extremely pleased to engage our guests and online followers with this branded music experience"

The Westin Facebook music player consists of music from the brand's four online music players that reside on the Westin website. The Facebook music player offers streaming and download capabilities for the brand's Facebook followers. Both players will be updated quarterly.

"DMX is pleased to expand our relationship with Westin and to continue to collaborate on in-house and online initiatives for their customers," said Brian McKinley, VP of Marketing at DMX, "Westin understands the power of music and how it relates to their brand and the customer experience in-store as well as online and through social media efforts."

To engage in the Westin online experience, click the links below.

Westin Facebook Player: <http://www.facebook.com/#!/westin>

Westin Website Players: <http://www.starwoodhotels.com/westin/difference/index.html#/music-menu>

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## 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)