

PRESS RELEASE



11GIRAFFES

dmx·Marquee
DIGITAL SIGNAGE SOLUTION

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Bass Pro Shops Selects Digital Signage Partner Bringing the Outdoor World Into Focus

Austin, Texas - DMX, Inc. and its digital signage partner, 11Giraffes, were selected by Bass Pro Shops to launch its new digital signage program throughout the United States and Canada. Offered under the DMX®MARQUEE brand, Bass Pro Shops is now displaying multiple screens per store in the Fishing, Hunting and Marine departments.

“We are excited to announce that Bass Pro Shops, the nation's leading retailer of outdoor gear, has selected our DMX®MARQUEE product to provide customers with a digital signage experience. DMX®MARQUEE, along with the current music and messaging services DMX provides to Bass Pro Shops, gives their customers a superior branded experience. Our partnership with 11Giraffes, which launched in January of this year, has been a truly exceptional example of our two companies bringing an excellent product to the marketplace,” said John Cullen, CEO of DMX.

Bass Pro Shops, known as The World's Greatest Outdoor Store, serves millions of people each year who pass through their doors seeking to satisfy their outdoor passions. The DMX®MARQUEE digital signage product will provide Bass Pro Shops with an outstanding tool with the flexibility for control at both the corporate and local levels - promoting their highly regarded brand, unsurpassed product line, and providing their customers with the information and knowledge they seek.

“It is most rewarding for our company to be part of this significant endeavor, and we look forward to working with our DMX partners and the Bass Pro Shops team to provide the very best in both product and service,” said Rudy Alexander, President and CEO of 11Giraffes.

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

PRESS RELEASE



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

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 retail, 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>)

About Bass Pro Shops

Bass Pro Shops -58 retail stores in 26 states and Canada visited by over 112 million people annually, international catalog and internet retailing, American Rod & Gun wholesale division selling to over 7,000 independently owned retail stores worldwide, Outdoor World Incentives also selling Bass Pro Shops gift cards through over 132,000 retail outlets across America and a restaurant division with 26 locations.

For more information regarding Bass Pro Shops store locations, products or special events, please visit www.basspro.com. To request a free catalog call 1-800-BASS PRO.

Tracker Marine Group - Manufactures and sells Tracker, Nitro, SunTracker, Tahoe, Grizzly, and Mako boats through Bass Pro Shops retail stores and dealers worldwide. For more information go to www.trackermarine.com.

Resort Group - Big Cedar Lodge and other resort properties including restaurants and golf course. For more information go to www.big-cedar.com, www.bigcedarwildernessclub.com, or www.dogwoodcanyon.com