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## **Fitness Formula Clubs Rings in the New Year with Mobile Messaging From DMX**

Chicago, IL—Fitness Formula Clubs (FFC) and DMX Inc., a leading provider of sensory branding, have teamed up to present the fitness world with a new way of “ringing in” clientele.

“Mobile messaging provides easy-to-use, relevant and entertaining information directly to opt-in users of mobile devices,” Erin O’Brien, Senior Director of New Media for Austin-based DMX, said. “Through mobile messaging, our clients will be able to reach out to their customers in ways that are very much in tune with the Digital Age.”

Fitness Formula Clubs, a chain of upscale fitness centers located throughout Chicagoland, is a DMX mobile messaging customer. Through mobile messaging, FFC provides a text-in code that allows potential and existing customers a way to opt in to receive fitness tips for the New Year as well as entering into a promotion to win a free membership. This lets the clubs gather demographic information while maintaining a personal touch with the consumer. The key to mobile messaging is the opt-in function—no consumer ever is contacted unwillingly.

DMX plans to expand the mobile messaging capabilities for FFC to include mobile sign-up for classes and downloads of ringtones and tunes from the club’s DMX-designed workout music.

“With the DMX mobile messaging services, FFC is able to provide relevant and interesting fitness tips to the one device our members always have on them—their mobile phone. Our goal is to deliver a customized club relationship, and

mobile messaging allows us to reach the consumer in a medium that is most convenient,” said Gale Landers, Founder & CEO of Fitness Formula Clubs.

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#### **About DMX Inc.**

DMX designs branded business environments and extends this experience into the lives of customers. This helps businesses differentiate themselves from competitors, build brand loyalty, connect with consumers, and provide an unforgettable experience for anyone who walks through their doors. On-site services include music, video, messaging, scent, and A-V systems. New media services include mobile message marketing, webcasting and music downloads. For over 35 years DMX has represented businesses large and small, including some of the most identifiable international brands such as Nike, Starwood Hotels, 24 Hour Fitness and American Eagle. [dmx.com](http://dmx.com) | 800.345.5000.

#### **About Fitness Formula Clubs**

Fitness Formula Clubs is an upscale chain of nine full service health and fitness clubs located throughout Chicagoland. Established in 1984, each Club is built in proximity to surrounding neighborhoods, businesses and public transportation to allow easy access for its growing membership base. Recognized by the fitness industry for creating a distinct member experience, FFC facilities include state of the art cardio and weight training equipment, signature group exercise classes, personal training, nutrition counseling, full service spas, massage therapy, and several customized programs. For more information, visit [www.ffc.com](http://www.ffc.com).