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## DMX Supports Country 106.5 WYRK 10<sup>th</sup> Anniversary Taste of Country Concert with Branded Music Microstore.

AUSTIN, Texas—DMX Inc., the leading provider of designed music experiences for commercial environments, is supporting Country 106.5 WYRK, Buffalo, New York's number one country format radio station, and its 10th Anniversary Taste of Country concert held Friday, June 19th at Coca-Cola Field in Buffalo, NY. Featured performers included Blake Shelton, Craig Morgan, Randy Owen and 2-time winner of Dancing with the Stars and the Academy of Country Music's 2008 Top New Female Vocalist and Top New Artist Julianne Hough.

Country 106.5 WYRK will use a branded digital music microstore powered by DMX' Sonic Tap digital music service to sell a compilation of the Taste of Country's featured artists directly from Country 106.5's website at [www.wyrk.com](http://www.wyrk.com). Country music fans can download the Taste of Country compilation seamlessly into their iTunes library and load it onto their iPods or MP3 players to enjoy the Taste of Country wherever they go.

Erin O'Brien, Sr. Dir. New Media of Austin-based DMX, said: "Expanding DMX' digital music microstores into radio promotions is a natural extension of DMX' 360° services. DMX' 360° service enables Country 106.5 to enhance its listeners experience by providing a branded opportunity to purchase music featured in its Taste of Country concert directly from the WYRK website."

**Wendy Lynn, Program Director WYRK said:** "Our Taste of Country concert brings some of the biggest stars and best country music to Buffalo. DMX' 360° branded digital music microstore increases our listener loyalty by reinforcing our value as the destination for great country music to listen to on the radio, to hear live in concert, and now to purchase and listen to on your iPod or MP3 player."

**About DMX**

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. DMX also provides digital music services for cable television systems around the globe. For over 35 years DMX has represented businesses large and small, including some of the most identifiable international brands such as DKNY, Starwood Hotels, 24 Hour Fitness and Coach. [dmx.com](http://dmx.com) | 800.345.5000.

### **About WYRK**

For over 25 years listeners have counted on us for their favorite country songs and artists. WYRK is Buffalo's #1 radio station, western New York "Spells Country" WYRK!

We bring our listeners riveting contests and promotions (on air and online) that keep them smiling and listening. Trips, tickets, CDS etc. We also keep them connected to community events and happenings. Most IMPORTANTLY, we give them Today's Country & All Time Favorites. Country 106.5 WYRK!