

PRESS RELEASE



DMX Acquired by Mood Media Corporation

Austin, Texas - On Tuesday, March 20, Mood Media Corporation completed its previously announced acquisition of DMX Holdings, Inc. (“DMX”).

The acquisition demonstrates both companies ongoing commitment to provide clients with music and other experiential branding services that create lasting connections, encourage customer loyalty, and drive brand engagement.

“Joining Mood Media will expand our current offerings and furthers our vision to revolutionize in-store media and branded customer engagement through mobile, social, and location-based offerings,” said John Cullen, CEO of DMX.

Lorne Abony, CEO and Chairman of Mood Media added, “We’re thrilled to add DMX to Mood’s growing portfolio of companies. DMX’s business is very complementary to Mood and we have the collective expertise to bring our operations together seamlessly”.

For now, both companies will continue to operate primarily independently.

About DMX

For over 40 years, DMX has been designing and delivering brand-enhancing services to over 100,000 businesses worldwide. With creative services and leading delivery technology, DMX designs and delivers unique and memorable brand experiences for businesses to connect with their customers and become an integrated part of their lifestyle. The DMX suite of services includes music services, strategies, and promotions, music licensing, video and digital signage, audio/visual system design, as well as scent marketing, and mobile and audio messaging solutions. In partnership with Pandora[®], DMX brings the industry’s first fully licensed personalized internet radio specifically for business. For more information, please visit www.dmx.com.

About Mood Media Corporation

Mood Media Corporation (TSX:MM/ LSE AIM:MM), named Canada’s fastest growing company by PROFIT Magazine is a leading in-store media specialist that uses a mix of music, visual and scent media to help its clients communicate with consumers with a view to driving incremental sales at the point-of-purchase.

Operating through its two principal divisions, In-Store Media and Retail Point-of-Purchase, Mood Media Corporation works with over 470,000 commercial locations in over 40 countries throughout North America, Europe, Asia and Australia.

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Through its subsidiaries Mood Media, Muzak, and Mood Entertainment, Mood Media Corporation's products and services reach 100 million people every day in a broad client base including more than 850 U.S. and international brands in diverse market sectors that include: retail, from fashion to

financial services; hospitality, from hotels to health spas; and food retail, including restaurants, bars, quick-serve and fast casual dining.

For further information about Mood Media, please visit www.moodmedia.com.

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