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DMI Music & Media Networks Connects RockSugar Pan Asian Kitchen to Its Patrons with Customized Music Programming

Unique audio profile for new Pan Asian sister restaurant of The Cheesecake Factory includes Chill, Asian and Indian music

Last update: 12:01 a.m. EDT Aug. 26, 2008

PASADENA, Calif., Aug 26, 2008 (BUSINESS WIRE) -- DMI Music & Media Networks, a division of DMI Music & Media Solutions, today announced that it is partnering with Tab Technical Services to provide audio content to RockSugar Pan Asian Kitchen, the new sister restaurant of the highly successful The Cheesecake Factory chain.

Under this agreement, DMI has created a music experience that complements RockSugar's distinctly ornate design and dA(C)cor. This includes background music at the restaurant as well as music for the company's phone systems and Web site (www.rocksugarpanasiankitchen.com).

Now open in Los Angeles, RockSugar is the creation of The Cheesecake Factory founder and CEO David Overton and Singapore-raised, New York-trained chef Mohan Ismail. Showcasing the cuisines of Thailand, Vietnam, Malaysia, Singapore, Indonesia and India, RockSugar is a unique and sublime upscale dining adventure.

RockSugar Pan Asian Kitchen tasked DMI with developing music programming that would enhance this experience. After substantial research of RockSugar's target demographics, core values and brand goals, DMI's team of musicologists, programmers and music brand experts developed a music mix they call "Asian Chill": a blend of Chill, Asian and Indian music.

"Our goal was to create audio programming that is as distinctive as RockSugar's blend of authentic Asian flavors and unique environment," said Nancy Chierici, Vice President of National Sales, DMI Music & Media Networks. "Our music mix immerses RockSugar's guests into an authentic Southeast Asian environment through songs that are subtle and relaxing yet full of energy."

DMI's music mix ensures a uniform representation of all the appropriate Southeast Asian and Indian music styles, mood, tempo, and era every twenty minutes to guarantee a consistently strong brand identity. Music is also scheduled so that songs are staggered throughout the week to prevent employee fatigue.

"RockSugar is a non-traditional, exotic and highly exceptional dining environment, and DMI was able to deliver music programming that is a perfect reflection of its identity," said Todd Bermann of TAB Technical Services. "Through this intoxicating blend of musical styles, we feel that customers will be truly immersed in the RockSugar experience."

About DMI Music & Media Networks

DMI Music & Media Networks Inc. (DMI), a division of DMI Music & Media Solutions in Pasadena, CA, is a leading North American provider of unique media programming and advertising solutions for out-of-home business applications. With its unmatched combination of innovative technologies and experienced creative and strategic talent, DMI delivers custom music and video programming, messaging, and advertiser solutions that support brand objectives, and enhance business environments and customer experiences. In 2007, DMI celebrated its 10th anniversary and was named one of the "Best Places to Work" by the Business Journal of Los Angeles. DMI's growing customer base of leading national brands including Delta, Build-a-Bear Workshops(R), National CineMedia, and Subway(R), combine to deliver a captive DMI media network audience of more than 22 million consumers every week. More information is available at www.dميمusic.com.

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About DMI Music & Media Solutions

DMI Music & Media Solutions develops and executes comprehensive music branding strategies and programs using the emotional power of music, interactive media, and non-traditional distribution channels to connect brands to consumers. DMI works with brands to create their soundDNA(R)-- the audio footprint that consumers recognize as the brand's identity across all product lines, age segmentations, and cultures. DMI's unique music branding strategies and creative executions-- audio CDs, Enhanced-CDs, CRM, interactive web and mobile initiatives, experiential marketing campaigns, and promotions-- use effective and measurable media and distribution alternatives to create campaigns that break through to today's media-savvy consumers for clients such as 7UP, AARP, Build-A-Bear Workshop(R), Delta, General Mills, Kohl's, McDonald's, NestlA(C) Purina, Procter & Gamble, Sauza, Subway(R), Target, Toyota and Victoria's Secret.

DMI's tightly integrated divisions deliver clients the only complete "360-degree" set of music branding capabilities including: music branding strategies (DMI Music Branding Group); in-venue audio and video programming (DMI Music & Media Network); full-service recording and audio post facilities (Firehouse Recording Studios); a 25,000-song library of production music for television, film, and commercials (5 Alarm Music); an award-winning interactive design studio (Big Rig Interactive); and promotional music CDs (Disc Marketing). DMI is located in picturesque Old Town Pasadena, where its unique and charming campus resides in the historic 1889 Firehouse and Livery buildings. It also maintains satellite offices in New York and Detroit. www.dmimusic.com

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