



ANNETTE ROBINSON NAMED SENIOR VICE PRESIDENT, SALES & BUSINESS DEVELOPMENT OF DMI MUSIC & MEDIA

LOS ANGELES, CA – December 2, 2014: DMI Music & Media, the innovative global music and entertainment marketing agency, announced today that Annette Robinson has been named Senior Vice President, Sales and Business Development, reporting to DMI President and COO Kevin Gore. DMI has established itself as a premier full-service music and entertainment agency conceiving, developing, curating and executing some of the most well-known and successful initiatives that bring together music and brands, including for clients such as Build-A-Bear Workshop®, Kohl's, Lucky Brand and General Mills. In this new role, Robinson will be responsible for securing new clients, and managing a team of business development executives across DMI's Agency, In Store Network and Digital business lines.

"In the short time we've worked together, Annette has demonstrated the leadership and growth-oriented attitude that I want fueling our momentum at DMI," said Kevin Gore, DMI President and COO. "By merging all sales initiatives under her, and giving her the ability to hire a team of people to develop new business, I'm confident we have the right mix of experience and enthusiasm to achieve our strategic goals."

"I am thrilled to be taking on this new role at DMI," said Robinson. "I'm looking forward to working closely with Kevin and DMI Founder and CEO Tena Clark to build a first-class team of executives that will drive our client relationships and achieve new levels of success for DMI."

Prior to joining to DMI in July, 2014, Robinson served as Vice President, Sales and Business Development for Amistad Freight Services. Her extensive experience in the in-store music space includes almost 10 years in various roles at Muzak.

ABOUT DMI MUSIC & MEDIA

Founded in 1997 by CEO and Chief Creative Officer Tena Clark, DMI Music & Media is located in Pasadena, California, with offices in New York City and San Francisco, develops and executes comprehensive music branding strategies and programs using the emotional power of music to connect brands to consumers. DMI Music & Media's unique solutions and creative executions create campaigns that break through to today's media-savvy consumers for clients such as Build-A-Bear Workshop®, Lucky Brand, General Mills and Kohl's.

For more information on DMI Music & Media: www.dmimusic.com