

XOS Technologies Is Now XOS Digital

XOS rebrands to better underscore corporate mission

ORLANDO, Fla. – Feb. 8, 2010 – After a decade of doing business as XOS Technologies, Inc., the sports-tech firm today announced the debut of its new corporate brand name, XOS Digital, Inc. The new XOS brand identity positions the company as an advanced technology solutions provider with a portfolio of integrated digital products and services specifically for sports organizations and sports marketing firms. As an element of the nationwide rebranding campaign, company CEO Chris McCleary also announced the launch of a new corporate Web presence, www.xosdigital.com.

“When XOS was established in the late ‘90s, the company’s main focus was on athletic facilities design and integration and coaching software products,” McCleary said. “We have continued to enhance and improve all of our current technology solutions and now we are integrating them with our advanced content management offerings to meet the next-generation digital technology needs of our client base.”

XOS recently launched the SEC Digital Network, which is a fully integrated multi-platform content management and media distribution property that serves the Southeastern Conference and its 12 member schools. The XOSxNet content distribution and storage network is assisting the conference officials at the Big Ten and Big 12 in stabling wide area secure access to conference game content. Meanwhile, the XOS HD Replay System’s recent debut has generated “steady” interest and positive feedback from collegiate conferences.

“These, and other digital technology initiatives, underscore our direction and guided us to the evolution of our brand identity,” McCleary added.

About XOS Digital, Inc.:

XOS Digital is the leading provider of advanced technology products, digital system design and integration, content management solutions, and integrated media services to sports teams, athletic organizations and sports marketers in North America. The XOS portfolio of technology products and services enhances the performance and image of more than 900 teams in the NFL, NBA, NHL, NCAA, WNBA, NAIA, MLB, AFL, Euroleague and other leading sports organizations. The advanced XOS Digital Sports Network Platform powers the revolutionary SEC Digital Sports Network enabling the broadest, multi-platform distribution of SEC Sports media content. For more information, visit www.xosdigital.com.

###