

## **XOS Digital Primes for Coaching Product Expansion** Bairos promoted vice president of products, services

**BOSTON – Feb. 25, 2010** – XOS Digital, the leading provider of digital technologies for sports teams nationwide, today announced that **Matthew Bairos** has been promoted to vice president of products and services, effective immediately. The announcement was made today by Bob Simmons, president, XOS Digital Coaching Technologies.

In his new position, Bairos' main responsibilities include overseeing the daily operations of partner support, manufacturing and product management. His team is responsible for defining, building, deploying and supporting an enhanced extension of the company's Digital Coaching Technologies product line. He will continue to oversee the life cycle of all existing coaching products including XOS Thunder™.

Bairos originally joined XOS in 2005 as the company's director of product marketing, where he managed product promotion through strategic planning and tactical execution. He specified market requirements for all coaching products by conducting market research supported by on-going visits to XOS sports partners. In addition, he developed and implemented a company-wide market plan, and evaluated potential partner relationships for products.

“Matt has extensive experience and insight surrounding our industry, products and customers,” Simmons said. “I have complete confidence that he will successfully lead all upcoming XOS Digital Coaching Technologies initiatives, and will maintain our leadership status within the marketplace.”

Prior to his time at XOS, Bairos worked as a client services manager for Pinnacle Systems, a \$340 million global provider of digital video editing software and network solutions. While there, he managed a group of 15 client service specialists in the Enterprise Division and oversaw the team's broad scope of responsibilities, which included product training, sales engineering, product installation and customer support.

Before his time at Pinnacle Systems, Bairos worked at Avid Sports as a senior client services specialist, where he managed the sales-quote approval process, oversaw product pricing, researched market competition to help stay ahead of key players, trained sales staff and account managers, and drove major presentations as a sales engineer across the company's comprehensive product line.

Presently, Bairos works in XOS Digital's Billerica, Mass. office focusing on the company's

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Digital Coaching Technologies product line. He earned his bachelor of science degree in education from Salem State College in Salem, Mass. and currently resides in Boston.

**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](http://www.xosdigital.com).

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