

XOS Digital Enlists Andrew Grinch as Regional Sales Manager for Integrated Solutions Group

Former Assistant AD for Mizzou Athletics joins XOS facilities team

ORLANDO, Fla. – March 23, 2010 – XOS Digital, Inc., the leading provider of digital technologies for sports teams nationwide, today announced the addition of **Andrew G. Grinch** as regional sales manager to promote its Integrated Solutions Group product line. The announcement was made today by Mark Hudgins, president, XOS Integrated Solutions Group.

At XOS Grinch is now responsible for select conference territories working on large capital facility projects, broadcast control rooms, halls of fame and other branded areas that can benefit from ONE UP, the company's interactive design partnership with design firm Downstream, LLC.

Overall, he will serve the XOS Integrated Solutions Group product line, which uses customized design and A/V technology to bridge the communication gap between coaching staffs and athletes, in addition to creating "emotionally inspiring" atmospheres within sports facilities. XOS has completed more than 200 facility jobs to date.

Grinch joins XOS after spending nine years at the University of Missouri, where he served in various marketing capacities within the school's athletic department. Most recently he served as Mizzou's assistant athletic director for marketing, where he managed several employees and helped the Tigers generate record sales figures.

Earlier in his career he covered the Green Bay Packers as a television reporter, anchor and producer for WSAW-TV, a CBS-broadcast affiliate in Wausau, Wis.

Grinch is an Ohio University alumnus with a bachelor of science degree in broadcast journalism. He currently is a member of the National Association of Collegiate Marketing Administrators (NACMA). He also has won several "Best of" awards through the association, including gold winner status in 2008 and 2009 for TV spots, as well as bronze winner status in 2009 for a video board segment and a promotional poster.

Grinch will be based out of Columbia, Mo.

"Drew's intricate knowledge of an athletic facility's digital media needs makes him a tremendous asset to our team of industry-leading professionals," Hudgins said. "In addition, his

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extensive experience with branding and marketing will lend itself nicely to the promotion of our ONE UP interactive design services. We're proud to have him on board.”

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.

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