



**PRESS RELEASE  
FOR IMMEDIATE RELEASE**

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## **Collegiate Images Renews Content Partnerships with Texas Tech, Illinois Athletics**

XOS Digital's licensing agency extends representation of collegiate rights' holders

**ORLANDO, Fla. – April 29, 2010** – Collegiate Images LLC (CI), an XOS Digital company, today announced that it has renewed content licensing partnerships with **Texas Tech University** and the **University of Illinois**, effective immediately. The announcement was made today by John Christie, EVP of Content Partnerships, XOS Digital.

As the exclusive rights clearance agency of record for these two schools, CI provides a uniform licensing process. Content requests, including editorial, news and commercial media, are filtered through CI's licensing process to ensure that proper intellectual property (IP) protections remain in place. In addition, the process enables CI to maintain consistent content values based on industry standards.

“We have amassed a wide variety of valuable content over the years, which requires a robust framework for protection,” said Marty Kaufmann, Assistant Athletic Director, University of Illinois. “We’ve found Collegiate Images’ media licensing expertise to exceed our standards for everything from recommended credential use conditions to monitoring for infringements to enforcing our rights. As a result, we’re pleased to continue our relationship with CI to preserve the integrity of our program and its media assets.”

As part of the respective agreements, each school will receive licensing services that include:

- **Video clips** – For use in national television and Internet commercials, feature films, TV shows, content packages and original programming.
- **Full-game programming** – For use in consumer media (DVD series) and produced documentaries with local, regional and national broadcast networks.
- **Photos** – For use in books, magazines, editorial, on-demand products and direct-to-consumer sales.

“Collegiate Images enables us to retain control over the ways our copyrighted materials are used commercially,” said Paige Holland, Assistant Athletic Director for External Operations, Texas Tech. “We’re empowered to review all content in order to protect our valued sponsors or other rights’ holders from potential conflicts. The ability to have this control is necessary and appreciated. We’re glad to continue this beneficial relationship with CI in order to maximize the value of our content assets.”

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Both agreements name CI as the “sole and exclusive” licensing agency to provide, distribute, sell, syndicate, market and license content owned by each school. CI is not disclosing additional contract terms for either partnership.

For more information, visit [www.xosdigital.com](http://www.xosdigital.com).

**About Collegiate Images™:**

Collegiate Images is a wholly owned subsidiary of XOS Digital, Inc., and serves as the centralized licensing and rights clearance agency that manages the distribution of copyrighted intellectual property content, focusing exclusively on college sports. CI partners with copyright holders to define, claim, protect and manage their intellectual property, allowing each copyright holder to control and monetize those rights in the ever-changing digital landscape. CI provides these services for moving images, still images and live data rights. Partners include premier athletic programs, collegiate conferences, bowl games, national and regional sports networks and a multitude of other rights’ holders. For more information, visit [www.collegiateimages.com](http://www.collegiateimages.com).

**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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