
XOS Digital Taps Former CBS Interactive Exec to Oversee Digital Sports Networks

Barry Loudis joins XOS to further develop digital sports networks for expansion across college sports

ORLANDO, Fla. – June 3, 2010 – XOS Digital, Inc., the leading provider of content management solutions and digital media services for collegiate and professional sports organizations, today announced the addition of former CBS Interactive executive **Barry Loudis** as vice president of its digital sports networks. The announcement was made today by XOS Digital’s CEO Chris McCleary.

In his new position, Loudis will oversee the upcoming development of digital sports networks for XOS Digital’s clientele including collegiate conferences, college athletic departments, multi-media rights holders and broadcast rights holders.

The company’s digital sports networks are powered by the XOS Vault digital asset management system. Once the XOS Vault digitizes assets for an athletic organization, regardless of format (both historical and live content), it stores it and enables the company and teams to use the content to create originally produced programs for distribution across their network’s varied components, including websites, mobile applications and interactive online widgets. The company’s digital sports networks also provide an athletic organization with opportunities for content licensing and online advertising.

Loudis joins XOS after five years at CBSSports.com College Network, where he held various positions in digital programming and marketing. Most recently he served as director of university relations, where he worked with other CBS divisions to develop and expand partnerships with more than 100 D-1 university athletic departments across the country.

Earlier in his career at CBSSports.com College Network, he served as senior manager of marketing and development, where he identified, evaluated and executed multiple business partnership and marketing agreements with CBS corporate sponsors that included Apple, Google, Youtube, Microsoft and Yahoo! Also, as senior manager, Loudis designed and executed the first collegiate athletics podcasting platform through strategic partnerships with colleges, CBS divisions and outside vendors.

In addition, Loudis coordinated “All-Access,” a fan-focused broadband offering provided by CBSSports.com College Network, in which he oversaw the production of more than 6,000 live, online sporting events.

“Barry has extensive knowledge of, and experience in, the field of digital sports programming and marketing,” McCleary said. “His skill set will significantly enhance and expand the XOS Digital Sports Network offering. We are proud to welcome a professional of his caliber to the XOS team and look forward to the future growth his leadership will bring to this part of our business.”

Loudis is a University of Kansas alumnus with a bachelor’s of science degree in journalism and mass

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communications. He also is a Society of Professional Journalists (SPJ) award winner, and was recently married in April to his wife, Kerri. Loudis will work remotely out of New York City to manage the development of the XOS Digital Sports Network offering.

About XOS Digital, Incorporated

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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**Editor's Note: High-resolution headshot photo available upon request.*