



# NEWS RELEASE

FOR IMMEDIATE RELEASE

## SEC Digital Network Offers Fans Free Live Stream of 2010 SEC Football Media Days *SEC fans can experience all the live Media Days action by visiting SECSports.com starting July 21*

**BIRMINGHAM, Ala. – July 16, 2010** – The Southeastern Conference (SEC) and XOS Digital, Inc., the leading provider of digital technologies for collegiate and professional sports organizations, jointly announced today that they will provide conference fans with a free live stream of the 2010 SEC Football Media Days which take place from Wed., July 21 to Friday, July 23 at the Wynfrey Hotel in Hoover, Ala.

“We’re pleased to provide our fans with live online access to the 2010 SEC Football Media Days,” said Mike Slive, SEC Commissioner. “This annual event is highly anticipated, well attended and signifies the kick-off of another highly anticipated season.”

Fans can access the free live stream from multiple online sources, including:

- The SEC’s official athletics website: [www.secsports.com](http://www.secsports.com)
- XOS Digital’s corporate website: [www.xosdigital.com](http://www.xosdigital.com)
- On the SEC Video Zone which appears on more than 155 accredited news websites within the southeastern region

In addition to live interviews with every athlete and coach, the stream will also feature highlights, quick facts and football previews to help fans fully experience SEC Media Days.

This year’s SEC Football Media Days schedule is as follows:

Wednesday, July 21	Thursday, July 22	Friday, July 23
1 – 3:50 p.m. CST  <u>ALABAMA:</u> Head Coach Nick Saban, Don’t’a Hightower, Mark Ingram, Greg McElroy  <u>MISSISSIPPI STATE:</u> Head Coach Dan Mullen Charles Mitchell Chris Relf Quentin Saulsberry	8:30 – 11:10 a.m. CST  <u>ARKANSAS:</u> Head Coach Bobby Petrino Jake Bequette Ryan Mallett D.J. Williams  <u>GEORGIA:</u> Head Coach Mark Richt Drew Butler Shaun Chapas A.J. Green	8:30 – 11:10 a.m. CST  <u>AUBURN:</u> Head Coach Gene Chizik Josh Bynes Aairon Savage Lee Ziemba  <u>TENNESSEE:</u> Head Coach Derek Dooley Nick Reveiz Luke Stocker Chris Walker

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Wednesday, July 21	Thursday, July 22	Friday, July 23
3:20 – 6 p.m. CST  <u>FLORIDA:</u> Head Coach Urban Meyer Ahmad Black Mike Pouncey Justin Trattou  <u>KENTUCKY:</u> Head Coach Joker Phillips Randall Cobb DeQuin Evans Derrick Locke	10:50 a.m. – 1:30 p.m. CST  <u>SOUTH CAROLINA:</u> Head Coach Steve Spurrier Patrick DiMarco Cliff Matthews Shaq Wilson  <u>VANDERBILT:</u> Head Coach Bobby Johnson Chris Marve Warren Norman John Stokes	10:50 a.m. – 1:30 p.m. CST  <u>LSU:</u> Head Coach Les Miles Jordan Jefferson Patrick Peterson Kelvin Sheppard  <u>OLE MISS:</u> Head Coach Houston Nutt Kentrell Lockett Jerrell Powe Bradley Sowell

During the lead up to and during Media Days, SECSports.com also will feature original content including:

- Coaches Preseason All-SEC Release Live Chat (Tuesday, 10 am CT)
- Daily Interactive Live Blogs on the “Media Days Central” Page
- Photo Galleries
- Archived Interviews

### **About Southeastern Conference:**

The Southeastern Conference was formed in 1933 and consists of 12 member institutions: Alabama, Arkansas, Auburn, Florida, Georgia, Kentucky, LSU, Ole Miss, Mississippi State, South Carolina, Tennessee and Vanderbilt. The league currently sanctions championship play in nine men's sports and 11 women's sports. Its headquarters has been located in Birmingham, Ala., since 1948. For more on the Conference, visit [www.SECsports.com](http://www.SECsports.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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