



## NEWS RELEASE FOR IMMEDIATE RELEASE

### **SEC, XOS Digital Collaboration Takes Content Management to Next Level**

*XOS Digital and Southeastern Conference set new industry standard for content management through creation of the SEC Digital Network*

**ORLANDO, Fla. – July 28, 2009** – The Southeastern Conference (SEC) and XOS Digital, a division of XOS Technologies, Inc., jointly announced today that they have plans to launch the SEC Digital Network, a fully integrated new media network that pioneers an unprecedented way of aggregating, managing and distributing sports content. The SEC Digital Network is slated for launch prior to the upcoming football season.

“What’s so significant about this collegiate sports milestone is that the SEC is revolutionizing the entire fan experience and setting a new industry standard for content management and distribution,” said Randy Eccker, XOS co-founder and CEO. “The SEC Digital Network will empower fans to gain access to SEC content anytime, anywhere, and the Conference is doing so with nearly 10,000 hours of original and exclusive video that encompasses its collective history.”

“The SEC Digital Network provides our fans with access to the largest online library ever of the Southeastern Conference and its institutions,” said SEC Commissioner Mike Slive. “Through the efforts of XOS Digital, the SEC Digital Network will provide us with the ability to create and repurpose programming for our fans in a way that was not possible in the past.”

Once launched, the SEC Digital Network will enable the Conference to integrate with the official athletics Web sites for each of its schools, as well as its third-party marketing affiliates, but no such plans have been confirmed yet. In addition, fans will have 24-hour, multi-platform access that includes a completely revamped Web site ([www.SECSports.com](http://www.SECSports.com)) and mobile devices. More specifically, the SEC Digital Network will provide fans with access to SEC sports content through online video syndication, digital downloads, and exclusive live-streaming and on-demand video content encompassing:

- Highlights
- Complete game replays
- Breaking SEC news in real-time
- Post-game interviews
- Tailgate events
- Behind-the-scenes pep talks
- Press conferences

The SEC and XOS Digital will jointly promote the Digital Network through a full-fledge media campaign inclusive of official news releases, original video creation and digital distribution, social media including FaceBook and Twitter (<http://twitter.com/xosdigital> or <http://twitter.com/SECSportsUpdate>), radio public service announcements, broadcast advertisements on ESPN segments and updates on the current official SEC Web site ([www.SECSports.com](http://www.SECSports.com)).

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“This is not just limited access or current-season content, but rather a historically comprehensive collection of TV-quality segments that will ultimately allow fans to search based on date, athlete, team and even a specific play,” said Dan Aton, XOS co-founder and Chief Innovation Officer. “We’re including entire SEC game replays and behind-the-scenes events. This type of original, exclusive content isn’t being offered at this point in time by any other conference, and that’s what makes the SEC Digital Network so extraordinary.”

Aton also added that another differentiator with the SEC Digital Network’s technology is its ability to provide exclusive content within minutes after a game’s conclusion. “This type of delivery speed is unheard of within the digital realm right now and it’s something fans will really appreciate in a world of instant gratification,” he said.

Terms of the agreement are not disclosed. For more information, visit [www.xosdigital.com](http://www.xosdigital.com).

**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:**

As the newest division of XOS Technologies, XOS Digital empowers rights holders and marketers to efficiently capture, manage, distribute and monetize college sports digital media. It does this by redefining the manner in which collegiate content is packaged, distributed and consumed across virtually every content platform. Its largest offering is a digital vehicle which enables marketers to create branded sports entertainment across a variety of highly trafficked and targeted media platforms. XOS Digital serves more than 125 partners, inclusive of top Division I colleges and several collegiate media properties, and enables them to preserve and effectively manage their exclusive media content. For more information, visit [www.xosdigital.com](http://www.xosdigital.com). Twitter at <http://twitter.com/xosdigital>.

**About XOS Technologies, Inc.:**

For nearly 15 years, the nation’s top professional and collegiate sports teams, conferences, leagues and athletic administrators have turned to XOS Technologies for expertise found in its innovative coaching analysis software (Coaching Solutions), Facilities Design & Integration (FDI) services and sports media and digital asset management solutions (XOS Digital). The revolutionary technology and new media solutions developed by XOS have been adopted by more than 480 clients representing more than 900 sports teams throughout the NFL, AFL, NBA, WNBA, NHL, MLB, NCAA, NAIA and NASCAR. The company’s headquarters are located in Billerica, Mass., with digital and facility design initiatives operated out of the Orlando, Fla. area. For more information, visit [www.xostech.com](http://www.xostech.com). Twitter at <http://twitter.com/XOSTech>.

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