



**NEWS RELEASE
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Contact:

Anna Marie Neri
XOS Technologies, Inc.
407-670-5049
Aneri@xostech.com

SEC Digital Network Spurs XOS Digital Executive to Wear Two Helmets
*Christie to serve as XOS' general manager for SEC Digital Network
in addition to current EVP role with company*

ORLANDO, Fla. – July 30, 2009 – XOS Digital, a division of XOS Technologies, Inc., today announced that its executive vice president of content partnerships, **John Christie**, will take on a second title as the general manager for the recently announced SEC Digital Network. The announcement was made by XOS Chief Innovation Officer Dan Aton in the midst of the Digital Network's heavily involved campaign push announced formally just days ago.

With the addition of his new role, Christie takes on the expanded responsibilities of managing all aspects of the SEC Digital Network, including its promotional initiatives, launch in conjunction with the new www.SECSports.com and mobile applications, and program production. He'll also serve as the primary liaison between the SEC management team, key XOS executives and XOS production, programming, technology and sales teams.

In addition, Christie will manage the Digital Network's content relationships between the Conference and its 12-member school athletics programs – the University of Alabama, the University of Arkansas, Auburn University, the University of Florida, the University of Georgia, the University of Kentucky, Louisiana State University, Mississippi State University, the University of Mississippi, the University of South Carolina, the University of Tennessee and Vanderbilt University.

“John was a key driving force behind our relationship with the SEC,” Aton said. “Thanks to his hard work, we now have a long-term relationship in place with the Conference that will generate a tremendous amount of significant projects. The SEC Digital Network is one of the most important initiatives at XOS Digital, and it made perfect sense to select him for this role. We're pleased to announce his expanded responsibilities with the SEC Digital Network.”

Another facet of the promotion will include strategic oversight by Christie of all of the SEC Digital Network's “mission critical” functions, which include a Conference-wide internship program, Web portal development (www.SECSports.com), digitization, production, programming and distribution of exclusive SEC content.

To date, as the executive vice president of content partnership, Christie also oversees XOS Digital's national partner relations team to ensure that all of its college rights holders needs are met efficiently and in a satisfactory manner. Additionally, he manages XOS Digital's growth by developing and cultivating relationships with content rights holders and existing partners at the executive level.

Prior to joining XOS Digital, Christie served as the executive vice president of business operations and partner relations for Collegiate Images (CI), which was acquired by XOS Digital in 2008. During his time at CI, he developed key relationships with conference commissioners, bowl executives and hundreds of athletic administrators. He also played a large role in recruiting key members of CI's executive staff.

Before his time at CI, Christie served as the vice president of university services for Collegiate Licensing Company (CLC), starting in 1997 as its northeast territory account representative and

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7.30.09 – FINAL – J. Christie promoted to General Manager of SECDN



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working his way up. In his role with CLC, he was responsible for overseeing the management of all university and conference member licensing programs, including marketing, trademark enforcement, account management and local/restricted licensing.

He joined CLC after working for the University of Arizona's Athletic Department for more than seven years. At Arizona, he was involved in external relations activities, including fund development, marketing, priority seating and sponsorship sales.

Throughout his career, and particularly for CLC, CI and now XOS, he has served as a sports media spokesperson on a wide variety of issues and has made innumerable industry presentations on several licensing (content and trademark) topics at key industry conferences and events.

As a graduate of the University of Arizona, he holds a master's degree in athletic administration and a bachelor's degree in history. He has been involved in the Big Brothers/Big Sisters program since 1992, and is involved in a variety of additional community outreach programs. He and his wife, Julie, and his two children, Madison (12) and Jackson (8) reside in Marietta, Ga. Christie will, however, divide his time working in Birmingham alongside the SEC and visiting other XOS content partners around the country.

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. 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. Twitter at <http://twitter.com/XOSTech>.

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**Editor's Note: Photo upon request.*