



**NEWS RELEASE
FOR IMMEDIATE RELEASE**

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

**XOS Technologies Restructures Team, Key Messages
with Addition of Strategic Communications Personnel**
Neri rejoins XOS, Receives promotion to Director of Public Relations

ORLANDO, Fla. – Aug. 3, 2009 – XOS Technologies, Inc., the leading provider of digital technologies for sports teams nationwide, today announced that **Anna Marie Neri** has rejoined the company as its Director of Public Relations to manage its brand integrity through a series of strategic communications campaigns.

More specifically, Neri rejoins the XOS team after pursuing a marketing role for a local consulting firm shortly after XOS Technologies sold its XOS Network business unit to JumpTV Inc. (recently purchased by NeuLion Entertainment).

“We’ve all been looking forward to Anna’s return,” said Dan Aton, XOS co-founder and Chief Innovation Officer. “She has a strong track record for results, especially as it relates to our company. Her past contributions lent themselves to the sale of our former Network. In addition, she knows our story extremely well, has excellent ties to our industry and is ready to take our current communications to the next level. Her primary focus at the moment will be with our XOS Digital division, as we have some ground-breaking announcements underway that will impact both industry efficiencies and the fan experience.”

Originally brought on in 2006 as the company’s public relations manager, Neri pioneered an internal communications department and managed company-wide public relations initiatives. In her new role as the director of public relations, she will provide strategic media relations and community relations counsel to enhance XOS Technologies’ marketing efforts on a global scale.

Prior to rejoining XOS, Neri served as the marketing manager for Burdock Group, a food ingredient safety firm in Orlando, Fla. During her time there, she focused on enhancing client relations and expanding the current customer base through strategic marketing campaigns and public relations tactics.

Prior to joining Burdock Group, she worked as an account executive at a Maitland, Fla.-based PR firm, CBR Public Relations, where she represented more than 12 client accounts in several business-to-business and retail industry sectors including healthcare, technology, education and transportation.

She also worked as an editor at Reed Brennan Media Associates, an outsourced newspaper production company in Orlando, Fla., where she edited and paginated feature sections for more than 300 national newspapers including “The New York Times” and the “Los Angeles Times.”

In addition, she has served as a staff writer for several national and regional publications including “Caribbean Travel & Life,” “Orlando Magazine,” “Latitudes,” and “Student Leader” magazines.

At present, Neri will work alongside the XOS Digital group in its Lake Mary, Fla. office. As a long-time resident of Lake Mary, a suburb of Orlando, she attended the nearby University of Florida in Gainesville, where she earned her bachelor of science degree in journalism.

-More-

8.3.09 – FINAL – A. Neri Personnel Announcement (PR Director)



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. In 2008, XOS Digital added the expertise and latest content management technologies of Collegiate Images LLC to its repertoire. Now it 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 has 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>.

###

Editor's Note: Photo upon request.