



**NEWS RELEASE
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XOS Digital Taps MLB Network Exec for SEC Digital Network Role
Godwin appointed as assistant general manager for the new SEC Digital Network

ORLANDO, Fla. – Aug. 20, 2009 – XOS Digital, a division of XOS Technologies, Inc., today announced that it has appointed **Ben Godwin** as the assistant general manager for the SEC Digital Network, one of the company's most significant initiatives with the Southeastern Conference debuting later this month. The announcement was made by John Christie, XOS EVP and newly appointed general manager of the SEC Digital Network.

As the newest member of the XOS Digital team, Godwin will focus his complete efforts on all SEC Digital Network project phases to include its promotional initiatives, launch in conjunction with the new www.SECsports.com and mobile applications, and program production.

He'll also assist Christie with 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.

"With Ben's background and experience, he is the ideal candidate for this position," Christie said. "We have a lot of layers to roll out for the SEC Digital Network and I'm confident that Ben's unique skill set will poise us for even greater success as we move forward."

Prior to joining XOS Digital, Godwin served as an account manager for the Affiliate Sales and Marketing group of the MLB Network since August 2008. In that role, he managed the network's affiliate relationships in the Southeast region, and grew the network's subscriber base through specialized marketing promotions and incentive programs with the network's existing affiliates which included Comcast, Time Warner Cable, Cox Communications and DirecTV.

Additionally, during the 2008-09 NFL season, Godwin worked as a game-day assistant, monitoring select games for the vice president of officiating, Mike Pereira, in the NFL Command Center in New York.

Prior to 2008, Godwin was an assistant in the Championships and Marketing department at the Southeastern Conference headquarters where he began as an intern in 2005. During his three years there, he led the design and construction of the SEC video command center, had oversight of the SEC's football instant replay program, assisted with the execution of major conference championship events, and contributed to the training and evaluation of league officials.

Godwin earned a bachelor of science degree in accounting and an MBA in corporate strategy from the University of Alabama. For the duration of his coursework, he served as a student assistant and then a graduate assistant to the school's football team where he assisted with coordinating team video and scouting needs.

A native of Enterprise, Ala., Godwin has been a volunteer both with the American Red Cross and Make-A-Wish Foundation. He comes from a family line of sports professionals, as his brother plays for the Double A team of the Los Angeles Dodgers and his sister is an assistant tennis coach at Michigan State University.

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8.20.09 – FINAL – Ben Godwin as SEC DN Assistant GM (Personnel Announcement)



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. The company 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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**Editors Note: Headshot photo available upon request.*