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College Sports Ripe for Efficient Content Strategies, XOS Vault™ Fills Void

Forget storage closets filled with boxes of film, video tapes – XOS Technologies provides new means of capturing, preserving, monetizing, distributing sports content

ORLANDO, Fla. – Aug. 24, 2009 – XOS Digital, a division of XOS Technologies, Inc., today announced the public introduction of the XOS Vault™, the proprietary digital asset management technology powering one of the company's most significant projects, announced last month as the SEC Digital Network. The official introduction of the XOS Vault was made today by company co-founders Dan Aton and Randy Eccker.

Today sports content libraries are made up of film, video, audio, photo and print assets. Without adequate digital resources available, industry content owners often resorted to more "archaic" storage means, such as boxes of videos under stadiums or old film on closet shelves that are left susceptible to decay. However, with the creation of the XOS Vault digital asset management system, all of these content assets can be captured digitally (or ingested), preserved, managed and distributed using a system specifically tailored for the college sports market's unique needs.

More specifically, "The XOS Vault is a combination of hardware and software that creates an indexed and searchable library of an athletic program's current and historical sports content down to the play level," said Eccker, CEO. "This technology hasn't existed in college sports until now."

XOS developed three branded options for this digital asset management market: XOS Hosted Vault™, XOS Hybrid Vault™ and XOS Campus Vault™. The XOS Hosted Vault resides at the XOS Digital Data Center, located in a Tier 3 facility designed to host mission critical servers and computer systems. As such, the XOS Digital Data Center maintains fully redundant power and data infrastructure with power from two substations.

"The Vault is a premiere technology because it incorporates an extremely high level of security that isn't typically leveraged within our industry for digital content management," said Aton, CIO. "To support our data center, we've partnered with Time Warner telecom. The local office that serves us also provides managed networking solutions to organizations such as NASA."

As an extension of the XOS Hosted Vault, the XOS Hybrid Vault enables local capture and live ingest ability on campus while providing the same data storage and security of the XOS Hosted Vault. The XOS Campus Vault is a turnkey digital asset management system that provides complete asset management from ingest to distribution directly onsite for teams and media partners to access.

In the case of the SEC Digital Network, the SEC will offer its fans access to countless hours of existing and newly produced exclusive content via the XOS Vault technology. All content will be captured and automated, tagged, indexed and preserved through an installed XOS Campus Vault network residing at the SEC's headquarters and at each of its 12 member schools, interconnecting them with the XOS Hosted Vault located at the XOS Digital Data Center. This will enable each of the schools to ingest content into digital format directly onsite, in addition to indexing it for efficient search, management and distribution to fans.

"During the conceptualization phase for the Vault, the goal was to create workflow efficiencies to
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save time through an unprecedented way of aggregating, managing, preserving, monetizing and distributing sports content,” Aton said. “Sports organizations are taking note, and highly innovative ones like the SEC were quick to see the big picture of how it would complement their overall content strategy.”

Once content assets are ingested into the XOS Vault platform they then can be saved and grouped to link multiple assets to the same event. These digital assets all contain metadata, such as statistics and specific game data, which are all stored in the XOS Vault database. Once ingested and tagged, the XOS Vault offers searching down to the play level for those assets.

“This makes finding individual plays or searching for digital assets that represent the film, videos and photos from a game very easy,” Aton said. “Those assets can then be published to FTP sites, downloaded for use in production and ordered in various formats.”

The XOS Vault technology addresses two crucial aspects of a sports organization’s content strategy – a team’s mission critical tasks involving digital video and those that involve fan-facing initiatives. “Before the creation of the XOS Vault, nothing existed that enabled sports organizations to acquire, manage, preserve, monetize and distribute content to enhance asset management for both operations, and fan distribution and access,” Eccker said. “We’re excited to be the ones to bridge that gap.”

With the debut of the SEC Digital Network this month, XOS Digital welcomes 13 new Vault partners: the Southeastern Conference and its member schools (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). For more information about the XOS Vault, visit www.xosdigital.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. 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>.

**Editor’s Note: Branded logo/art available upon request.*

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