



**NEWS RELEASE
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**College Football Fans Can Relive Glory Days
with ‘Greatest Moments in NCAA Football’ Series Debut**

XOS Digital to kick off season with original TV programming for college football fans

ORLANDO, Fla. – Sept. 8, 2009 – XOS Digital, a division of XOS Technologies, Inc., and an industry leader in digital sports media, has teamed up with NCAA Football, the National Football Foundation, the College Football Hall of Fame and hundreds of collegiate partners to produce a new syndicated television and DVD series called “Great Moments in NCAA Football,” which debuts the week of Sept. 14.

“We’re really pleased to introduce this groundbreaking series to fans, enabling them to watch landmark moments, outstanding athletes and legendary coaches from yesterday and today,” said XOS Chief Innovation Officer Dan Aton. “Each episode was produced to encompass 30 minutes of hard-hitting, fast-paced action that avid fans can truly appreciate.”

The series compiles original film, video and photos of great moments in college football spanning the past five decades, and will have new episodes released on a bimonthly basis. The series, distributed via XOS Digital TV syndication, will reach more than 70 million U.S. households in top designated market areas that include Atlanta, Birmingham, Boston, Charlotte, Chicago, Los Angeles, Miami, Nashville, New York and Washington, D.C.

“This may be the most comprehensive set of exclusive content ever compiled for original programming,” said David Bertram, Executive Director & Vice President, NCAA Football. “NCAA Football is pleased to be a partner in this exciting new opportunity that will allow fans to experience college football from multiple perspectives over the course of several decades.”

The series includes football legends such as Barry Sanders, Herschel Walker, Tony Dorsett and Joe Theismann, to name a few. In addition, it relives the college glory days of current stars such as Reggie Bush, Brett Favre, Carson Palmer, Jay Cutler, Adrian Peterson, and Peyton and Eli Manning.

“If you’re a college football fan, then you simply can’t miss out on this new series which is chalk full of some of the very best historical moments that the sport has to offer,” said Steve Hatchell, President & CEO, National Football Foundation. “We’ve collaborated with some of the most premier collegiate football organizations to produce a robust series that is guaranteed to satisfy even the hungriest football fanatic. You’d be hard-pressed to find a more top-notch series.”

The episode airing schedule is as follows:

<u>Episode /Title</u>	<u>Air Date Window</u>
<i>Episode 1:</i> Running Back Spotlight	Sept. 2009 – Oct. 2009
<i>Episode 2:</i> Fantastic Finishes	Nov. 2009 – Dec. 2009
<i>Episode 3:</i> Coaching Legends	Jan. 2010 – Feb. 2010
<i>Episode 4:</i> The Undefeated	March 2010 – April 2010
<i>Episode 5:</i> Incredible Comebacks	May 2010 – June 2010
<i>Episode 6:</i> Amazing Upsets	July 2010 – Aug. 2010

**Episode titles subject to change.*

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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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