



**NEWS RELEASE
FOR IMMEDIATE RELEASE**

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

**XOS Digital Adapts Ingest Services Infrastructure to Accommodate
Industry Interest in XOS Vault™**

*Strong industry demand for digitization of historical content primes Bowden to lead
XOS Ingest Services team for increased production, tagging speed*

ORLANDO, Fla. – Sept. 15, 2009 – XOS Digital, a division of XOS Technologies, Inc., and a leader in digital sports media, today announced that **Rebecca Bowden** has been promoted to team leader of XOS Ingest Services, a core group dedicated to the digitization of thousands of content hours for the company's XOS Vault partners.

Bowden originally joined XOS in January 2009 as an ingest and tagging technician. But now, in her new role, she will manage up to ten technicians within the XOS Ingest facility at the company's Lake Mary, Fla. office. She also will oversee the delivery and distribution of ingest materials from various partner schools. Once received, Bowden must ensure the organization of all media, its transfer into the XOS Hosted Vault (located at the XOS Digital Data Center), and the successful development of the final digital content for partner schools to access, manage, edit, publish and distribute online.

Bowden also will take the lead in creating new tags (statistical information associated with all digitized content) as part of the proprietary ingest process that XOS has developed specifically for its XOS Vault technology. In addition, she will oversee game-day activities for the new SEC Digital Network, which requires the assurance that all live games are properly streamed for viewing on various SEC-affiliated Web sites.

"On her very first day on the job, Rebecca proved her leadership ability," said Kraig Koelsch, content management director, XOS Digital. "Her initiative, dedication, drive and quality of work all contributed to her promotion. She is a true asset to the XOS Ingest Services team and I look forward to working with her to help our partners develop successful content strategies through the XOS Vault digital asset management system."

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 that 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

-More-

9.15.09 – Bowden Promotion to Ingest Services Team Leader



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>.

###