



**NEWS RELEASE
FOR IMMEDIATE RELEASE**



**Pasadena Tournament of Roses® Secures Rosy Future
for Century's Worth of Historical Assets**

Collegiate Images/ XOS Digital licenses, preserves Rose Bowl Game®, Parade content

ORLANDO, Fla. – Sept. 17, 2009 – Collegiate Images LLC, an XOS Digital company, today announced that it has partnered with the **Pasadena Tournament of Roses** to represent the video and photography rights of its historic Rose Bowl Game and nationally known Rose Parade®.

"The Pasadena Tournament of Roses has an impressive history of exciting moments from both its Bowl Game and Rose Parade," said John Christie, EVP of content partnerships, XOS Digital. "And now, we're using our ingest services to preserve these valuable memories from more than 120 years ago so fans can relive them over and over for years to come."

The partnership enables the digitization, preservation and licensing of Rose Bowl Game content including network broadcasts, game highlights, historic luncheons and press conferences. In addition, it includes 95 years of historic match-ups featuring the top collegiate teams.

Photos of the original chariot races which took place years prior to the Rose Bowl Game exist in the Tournament's archives and now are in digital format available for distribution to the marketplace, too.

The Rose Parade content features the pageantry and tradition of extravagant floral floats, high-stepping equestrians and spirited marching bands. It also features famous entertainers from the past 120 years as the event's grand marshals, which include San Francisco Mayor James "Sunny Jim" Rolph (first grand marshal from outside Pasadena), Mary Pickford (first Hollywood celebrity and first woman grand marshal), astronauts Charles Conrad, Richard Gordon and Alan Bean (heroes of the Apollo 12 moon landing), Roy E. Disney (Walt Disney's nephew), Tom Brokaw (television journalist), actor Bill Cosby, Art Linkletter (radio and television personality), Fred "Mister" Rogers (children's television show host), and John Williams (legendary composer/conductor).

"It's critical that we protect and preserve our valuable one-of-a-kind content assets which span more than a century of Tournament of Roses events," said Mitch Dorger, Chief Executive Officer of the Pasadena Tournament of Roses. "By preserving this content digitally, we have eliminated the risk of our irreplaceable content deteriorating over time in their hardcopy formats. We are also very pleased to more strategically utilize this content by positioning our organization to better license this unique content to a growing fan base."

Known as *The Granddaddy of Them All*®, the Rose Bowl Game kicked off a myriad of college football legacies in 1902. Since then, the game has showcased 18 Heisman Trophy winners, produced 28 national champions, featured 190 consensus All-Americans and honored 95 college football legends by inducting them into the Rose Bowl Hall of Fame. Continuing the tradition, on Jan. 1, 2010, at 2:10 p.m. (PST), the 96th Rose Bowl Game presented by Citi will feature a

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match-up between two of the top teams in the nation. The 121st Rose Parade will take place before the Rose Bowl Game at 8 a.m. (PST). For more information, visit www.tournamentofroses.com.

Specific contract terms are not for public disclosure. Official contract terms held between Pasadena Tournament of Roses and Collegiate Images LLC (since acquired by XOS Technologies, Inc. as part of its XOS Digital division).

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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