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Coach is Calling: SEC Digital Network Launches Mobile Platform

XOS Digital rolls out comprehensive mobile strategy to increase fan access to exclusive SEC content from anywhere, at any time in customizable delivery methods

ORLANDO, Fla. – Sept. 22, 2009 – XOS Digital, a division of XOS Technologies, Inc., and a leader in digital sports media, today announced that its SEC Digital Network (SECDN) mobile platform has been released, providing fans with an optimized SEC mobile Web site, SEC text alerts and an SEC iPhone application.

“We hope to provide a deeply satisfying mobile experience that will bring exclusive SEC content to fans so they can consume it in a wide variety of ways directly from their cell phones,” said John Christie, SECDN general manager. “The SEC Digital Network is more than a Web portal, and this mobile platform is the next step in enabling fans to have total SEC access from any place they choose.”

SEC Mobile Web Site: The SEC mobile Web site (m.secdn.com) will offer a fully optimized wireless Web experience for 85 percent of the U.S. market and can be accessed from a wide variety of cell phone models including Samsung, Sanyo, LG, Moto, iPhone, Blackberry and Nokia to name a few.

Fans wishing to log onto m.secdn.com will no longer have to rely solely on their computers, but instead can leverage the wireless application protocol (WAP), or mobile site, directly from their cell phone at no cost. The WAP will provide instant, on-the-go access to check out scores, schedules, video highlights, news, stats and standings.

SEC Text Alerts: The SECDN will now enable fans to receive text message alerts sent to their cell phones, pulling them to exclusive SEC content when it’s most relevant and timely. Upon debut, the text alert feature will provide fans with scores, breaking news and game-summary video highlights for multiple SEC schools and sports.

In the future, the SECDN plans to expand this offering to include additional conference sports. The expanded text alerts will also provide:

- End of game or match scores
- Between sets/periods/halftime scores
- Final scores
- Rankings
- TV broadcast schedule
- Game start times

There are no fees associated with the SEC text alerts, so fans can receive them free of charge.

SEC iPhone Application: Yes, “there *is* an app for that.” The SEC and XOS Digital are now providing Southeastern Conference fans with an official iPhone application – the “SEC Digital Network” app. The application will offer iPhone owners with an “intelligent” user interface that will enable them to set preferences based on SEC school and/or sport priority. The application is

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designed to provide “deep immersion” into SEC Football content, inclusive of scores, stats, polls, news headlines and video, according to Christie.

Initial roll out will provide fans with:

- Live game scores
- Video highlights and archives
- Live news headlines
- Scores, standings, schedules, stats and polls
- SEC text alert management
- Personalized, sorted content capability

The SECDN is currently developing additional features to roll out in the future that could include:

- Live game cast
- Social networking integration on Facebook and other online communities
- Fan chat (Sports, Schools)
- Games and trivia
- Live games (pending rights)
- Additional Smart Phone devices such as RIM, Android, Palm Pre, Blackberry, etc.

The SECDN iPhone application will debut with an introductory price of \$0.99.

“We’re pleased to bring our fans SEC highlights through this new mobile platform,” said SEC Commissioner Mike Slive. “Our intent in developing the app was to offer a robust SEC experience that will serve as a resource for our dedicated fans.”

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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