



NEWS RELEASE FOR IMMEDIATE RELEASE

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XOS Digital Allays Tight Q4-Economic Impact with New Donor Program

New XOS Vault Donor Program™ empowers sports organizations to raise funds for preservation of valuable sports assets

ORLANDO, Fla. – Nov. 3, 2009 – XOS Digital, a division of XOS Technologies, Inc., and a leader in digital sports media, today announced the debut of a new program to assist nationwide university athletic programs in offsetting digital asset management costs for their valuable sports content. The introduction of the XOS Vault Donor Program™ was made by Mark Hudgins, general manager, XOS Technologies.

“We’re constantly looking for new ways to provide added value for the hundreds of athletic institutions that choose to partner with us for their digital media needs,” Hudgins said. “In the last quarter of a down economy, it’s not always easy to bring in the latest technologies, but we’re offering a practical, innovative and effective means to do so based on the feedback of our sports partners who have shown tremendous interest in our XOS Vault digital asset management technology. By participating in the XOS Vault Donor Program, a school can take an important first step in guaranteeing that its storied history is preserved, monetized and available for future generations to come.”

The XOS Vault Donor Program provides a new avenue to generate the funds that will support the implementation of the XOS Vault™ digital asset management system, which officially debuted to the public in August 2009. The program includes informational templates (donor letter, brochure and news release) each ready-made for brand customization so that schools can efficiently distribute to their donors to enlist support. XOS even provides suggested gift levels, which vary according to the amount of content an athletic program needs to ingest (digitize).

The XOS Vault concept originally evolved after XOS Digital determined an industry need for preserving, tagging, organizing, managing, monetizing and distributing sports content libraries. These libraries consist of film, video, audio, photo and print assets, which have typically been stored in boxes under stadiums or on closet shelves, susceptible to decay. XOS next conceptualized the XOS Vault Donor Program after market feedback suggested that donors wanted to help restore their universities’ history in a digital format but lacked an opportunity to do so.

“We currently work with 15 of the country’s finest teams and conferences for their overall content strategies,” Hudgins said. “And now we hope that our new donor program can help other universities nationwide to take their strategies to the next level, too. This program provides donors with a highly satisfying opportunity to play a key role in the preservation of their schools’ rich sports histories, as well as in making some never-before-seen assets available to fans.”

Current XOS Vault partners include:

- PAC-10 Conference
- North Dakota State University
- Southeastern Conference
- University of Alabama
- University of Arkansas
- Auburn University

- More -



- University of Florida
- University of Georgia
- University of Kentucky
- Louisiana State University
- Mississippi State University
- University of Mississippi
- University of South Carolina
- University of Tennessee
- Vanderbilt University

For more information about the XOS Vault and the XOS Vault Donor Program, 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 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 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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