



NEWS RELEASE

FOR IMMEDIATE RELEASE

SEC Digital Network to Deliver Exclusive Coverage of 2009 SEC Football Championship

Southeastern Conference presents live streaming video for several championship events

BIRMINGHAM, Ala. – December 1, 2009 – The Southeastern Conference (SEC) and XOS Digital, a division of XOS Technologies, Inc., jointly announced today that they will provide exclusive coverage of the 2009 SEC Football Championship weekend available on SECSports.com via live streaming video.

The 2009 SEC Football Championship Game between the University of Alabama Crimson Tide and the University of Florida Gators will kick off at 4 p.m. EST on Saturday, December 5, at the Georgia Dome in Atlanta.

For the first time in history, the Championship match-up will feature the No. 1 and No. 2 ranked teams in the BCS Standings. In addition, Saturday's contest will mark the first time two undefeated teams meet in the SEC Championship Game.

The game will be broadcast live on CBS Sports. For exclusive coverage of SEC Championship weekend, fans can log on to www.SECSports.com for a live streaming webcast of the following events:

Friday - Dec. 4

- **2009 Regions Bank SEC Coaches Luncheon** – Join host Dave Neal as he sits down with Florida head coach Urban Meyer and Alabama head coach Nick Saban live from the Hyatt Regency in Atlanta. This popular event, which begins at noon EST, signifies the official start of SEC Championship weekend festivities.
- **Press Conferences** – Live coverage of the Urban Meyer and Nick Saban press conferences from the Georgia Dome, slated to begin at approximately 1:30 p.m. EST.

Saturday - Dec. 5

- **2009 SEC Championship Post Game Show** – For the first time ever, SECSports.com will bring fans live, on-field coverage immediately following the game. The Post Game Show, hosted by Dave Baker, will be a free stream to fans and will feature:
 - Trophy presentation
 - On-field interviews with players and coaches
 - Post game press conferences with both teams

"This is an example of our commitment to deliver fans unique, live SEC coverage surrounding our Championship events," said SEC Commissioner Mike Slive. "We're pleased to provide a high-quality interactive opportunity, through the SEC Digital Network, which will further promote and highlight the accomplishments of our student athletes and coaches."

About Southeastern Conference:

The Southeastern Conference was formed in 1933 and consists of 12 member institutions: Alabama, Arkansas, Auburn, Florida, Georgia, Kentucky, LSU, Ole Miss, Mississippi State, South Carolina, Tennessee and Vanderbilt. The league currently sanctions championship play in nine men's sports and 11 women's sports. Its headquarters have been located in Birmingham, Ala., since 1948. For more on the Conference, visit www.SECSports.com.

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About XOS Digital:

As the newest division of XOS Technologies, Inc., 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>.

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