



FOR IMMEDIATE RELEASE

## **SEC Digital Network Launches New Download Store, Enables Fans to Build Digital Game Archives**

*Digital downloads of all complete 2009 season SEC football games now available*

**BIRMINGHAM, Ala. – Dec. 8, 2009** – The Southeastern Conference (SEC) and XOS Digital, a division of XOS Technologies, Inc., jointly announced today that the SEC Digital Network (SECDN), the first fully integrated new media network in college sports, has launched its official “SEC Download Store” available for fan access via [www.SECSports.com](http://www.SECSports.com) at 10 a.m. EST today.

“We understand that passionate fans thrive on reliving their favorite team moments, which is why we’re excited to launch the SEC Download Store as part of the SEC Digital Network,” said John Christie, general manager of the SEC Digital Network. “Now these avid fans can compile and add to their own digital libraries to experience the excitement of the 2009 SEC football season from the convenience of their own home at any time.”

The SEC Download Store provides fans with access to more than 85 of the 2009 season’s football games, showcasing game action in full from all 12 of the SEC’s member schools. In addition, all championship games dating back to the event’s establishment in 1992 are available for download. Fans can download games of their choice at any time by logging onto [www.SECSports.com](http://www.SECSports.com).

Some examples of digital downloads available in the SEC Download Store include:

- **South Carolina vs. Georgia** – Sept. 12, 2009  
The game came down to the fourth quarter as both teams scored. A Georgia field goal with six minutes left sealed the game for the Bulldogs.
- **LSU vs. Mississippi State** – Sept. 26, 2009  
A goal line stand by LSU prevented Mississippi State from scoring in the final minutes of the game. Defense was the difference that helped LSU secure the victory.
- **Arkansas vs. Florida** – Oct. 17, 2009  
This game was tied with only minutes left. Florida had the ball, and Tim Tebow led a 67-yard drive to set-up what would become the winning field goal.
- **Tennessee vs. Alabama** – Oct. 24, 2009  
Each team answered the other’s score. There were now only seconds left in the fourth quarter and Alabama was hanging on to a two point lead. Tennessee had one more chance at a field goal, but the stout Alabama defense blocked the kick and secured their win.

Some examples of SEC Championship games available in the SEC Download Store include:

- **Florida vs. Alabama (2008)**  
The Florida Gators used two fourth-quarter touchdowns to wipe out a 20-17 deficit against the Alabama Crimson Tide, resulting in a 31-20 victory during the 17<sup>th</sup> SEC Football Championship Game held on Dec. 6 at the Georgia Dome in Atlanta.

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- **Tennessee vs. Auburn (1997)**

In a game riddled with traded touchdowns, it was Marcus Nash's 73-yard touchdown reception from Peyton Manning that ultimately won the game for Tennessee.

- **Alabama vs. Florida (1992)**

As the first championship game of its kind, the game between Alabama's Crimson Tide and the Florida Gators established the SEC as the first collegiate league in Division I-A football to stage a championship rivalry between its two division winners.

In addition, the complete 2009 SEC Championship game between the University of Alabama Crimson Tide and the University of Florida Gators is available for download.

"We're pleased to provide our loyal fans with a new way to capture the action," said SEC Commissioner Mike Slive. "The SEC Download Store is the only place where our fans can select from the largest library of 2009 SEC football games to create an enviable digital archive worth reviewing again and again."

The SECDN provides a combination of free, ad-supported and subscription-based content. The SEC Download Store enables full-game digital downloads starting at \$3.99. For more information, visit [www.SECsports.com](http://www.SECsports.com).

### **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 has been located in Birmingham, Ala., since 1948. For more on the Conference, visit [www.SECsports.com](http://www.SECsports.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](http://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 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. For more information, visit [www.xostech.com](http://www.xostech.com). Twitter at <http://twitter.com/XOSTech>.

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