



CloverLeaf Introduces TV Apps Solution ***Debuts AppDaily App Store, Dashboard and Extensive Suite of Apps***

Brooklyn, NY, November 8, 2010 – CloverLeaf Digital LLC, a leading independent provider of interactive television applications and services, today announced the introduction of its AppDaily TV apps solution. CloverLeaf's television apps solution includes a quick-access personalized dashboard and app store, a full suite of localized news and information apps, social networking apps, and CloverLeaf's DashDaily community publishing apps.

Providers of IPTV and other managed video service providers now have an easy-to-launch comprehensive solution for offering apps to their video subscribers. The AppDaily quick-access dashboard – allowing each subscriber to personalize their on-screen menu of apps; the AppDaily app store – where apps can be added or removed from the dashboard; a suite of localized news and information apps with the content that interactive TV viewers use most; and social networking apps for updating and viewing content on popular social networking services.

The AppDaily solution, available on major television platforms, supports service-provider branding and third-party app management, in addition to CloverLeaf's family of apps. Available in both panel and full-screen modes, all of the AppDaily apps are easy to use, easy to find, easy to personalize, and easy to integrate into the television viewing experience.

Initial AppDaily apps include: several News Apps covering national and international news; Sports Apps with coverage of pro and NCAA sports; local and out-of-town Weather Apps; local cinema and entertainment guide Apps; daily horoscope and state lottery results Apps; Customer Care Apps, CloverLeaf's popular DashDaily Community Publishing Apps; and social networking including Facebook and CloverLeaf's TweetDaily Twitter App. Future apps include personalized photo albums; and revenue-generating apps such as yellow pages, local traffic, real estate ads and pizza ordering.

"Large and small video service providers have told us they needed a managed TV apps solution that is compelling for their customers and easy to launch," CloverLeaf's Managing Partner Lawrence Brickman said. "With AppDaily, service providers now have an exciting apps solution designed for their customers, their networks, their competitive needs, and their bottom lines."

About CloverLeaf Digital LLC

CloverLeaf Digital is the leading independent provider of interactive applications in the United States. Distributed in over 500 cities, CloverLeaf's interactive network provides a customer base of 50 telephone companies, cable operators, and other distributors of digital video with industry-leading interactive applications and services, including the AppDaily app store, quick-access dashboard and apps; the DotDaily localized news and information service; and Funspot casual games. For more information, visit CloverLeaf Digital at www.cloverleafdigital.com.

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