



CloverLeaf to Bring AppDaily TV Apps Solution to Minerva's Broadband TV Platform

CloverLeaf and Minerva sign Widgets Agreement to offer a broad set of Television Widgets for popular news, gaming and social media applications

Brooklyn, NY, November 9, 2010 – CloverLeaf Digital LLC, a leading provider of interactive television applications and services, and Minerva Networks, the leading supplier of management platforms for the delivery of Television services over broadband networks, announced today that they have reached an agreement for CloverLeaf to develop its AppDaily television apps solution on Minerva's broadband TV widget engine.

CloverLeaf's robust television apps solution includes a quick-access personalized dashboard and app store, a full suite of localized news and information widgets, social networking widgets, and CloverLeaf's DashDaily community publishing widgets.

With more than 200 carrier customers worldwide, Minerva offers the most widely deployed IPTV platform today. CloverLeaf's apps will be built on top of xTVFusion, Minerva's new broadband TV platform. xTVFusion is a new software platform that blends managed TV services with over-the-top (OTT) video content, and includes Minerva's TV widget engine, which allows third-party developers such as CloverLeaf to use open APIs to create web-based applications on TVs.

CloverLeaf's AppDaily gives carriers a comprehensive solution for offering widgets to their video subscribers. The quick-access dashboard – which allows each subscriber to personalize their on-screen menu of widgets; the app store – where widgets can be added or removed from the dashboard; a suite of localized news and information widgets with the content that interactive TV viewers use most; and social networking widgets for updating and viewing content on popular social networking services. Future widgets will include personalized photo albums, and revenue-generating apps such as yellow pages, local traffic, real estate ads and pizza ordering.

"Our mutual customers have told us they want a TV widgets solution that brings CloverLeaf's expertise, content and management to Minerva's platform," CloverLeaf's Managing Partner Lawrence Brickman said. "With our AppDaily solution running on Minerva's widget engine, service providers will have an exciting managed solution designed for their customers, their networks, their platform, their competitive needs, and their bottom lines."

"We look forward to working with CloverLeaf to offer a growing set of advanced TV widgets for carriers," said Doug Wills, vice president of marketing and business development at Minerva Networks. "Two-hundred carrier customers and 20 million homes passed is a good start for any 3rd party developer looking for app or widget distribution."

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.

About Minerva Networks

Minerva is the leading provider of carrier class solutions for the delivery of television services over broadband networks. Over 200 carrier customers worldwide with more than 20M homes passed are using Minerva's platform to offer next-generation entertainment and communications services.

For more information, visit www.minervanetworks.com.