



## **CloverLeaf and Minerva Deliver IPTV Interactivity to Independent Telephone Companies**

### **CloverLeaf's Interactive Television Services Launched on Minerva iTVManager Middleware by Two Independent Telcos**

**Brooklyn, NY, June 29, 2009** – CloverLeaf Digital LLC, a leading provider of interactive television applications and services, and Minerva Networks, a leading provider of IPTV middleware announced today that Pineland Telephone Cooperative in Georgia and WT Services in Texas have launched CloverLeaf's interactive television services on IPTV systems supported on Minerva iTVManager middleware.

CloverLeaf's interactive IPTV services, which are delivered to the television and navigated with a remote control, include DotDaily, a localized news & information TV service (often known as a walled garden) providing national and local content on demand to IPTV subscribers, and Funspot, a suite of casual arcade, casino and puzzle games.

Minerva's iTVManager is a comprehensive software platform for the delivery of next-generation IP-connected television services, including high-definition television (HDTV), personal video recording (PVR), whole-home digital video recording (WHDR), pay-per-view (PPV) and video-on-demand (VOD). The Minerva platform also offers a robust set of APIs that enable third-party developers to integrate and deploy the latest communications and entertainment applications.

"We are committed to delivering valuable services to our customers," said Allen Hyer, Network Engineer at WT Services. "With CloverLeaf's DotDaily we are able to provide a compelling interactive service that they can't get from cable or satellite."

"CloverLeaf's interactive localized news and information service has proven to be extremely popular with our video subscribers," said J Franklin, Pineland Telephone Cooperative's Operations Manager. "We are now able to offer local content to all of our IPTV subscribers – even those in the smallest communities."

"Two-way interactive services are the easiest and least expensive way for service providers such as WT Services and Pineland to start to truly deliver on the promise of IPTV," said Lawrence Brickman, CloverLeaf's Managing Partner. "We are pleased to be able to leverage Minerva's technology to be able to dynamically localize DotDaily for all 41 of the communities to which Pineland delivers IPTV services."

"Minerva is committed to supporting third-party applications that add value to the IPTV offering," said Benoit Boningue, Product Manager at Minerva Networks. "We look forward to working with CloverLeaf to offer increasingly advanced interactive services to our mutual customers."

#### **About CloverLeaf Digital LLC**

CloverLeaf Digital is the leading independent provider of interactive IPTV services in the United States. Distributed in over 200 cities, CloverLeaf's interactive network provides telephone companies, cable operators, and other distributors of digital video with industry-leading interactive services, including the DotDaily localized news and information service, and Funspot casual games. For more information, visit CloverLeaf Digital at [www.cloverleafdigital.com](http://www.cloverleafdigital.com).

#### **About Minerva Networks**

Minerva Networks is a leading provider of open-platform, carrier-class solutions for the delivery of broadband television services. More than 170 network operators worldwide use Minerva IPTV solutions to deliver next-generation entertainment and communications services. For more information, visit [www.minervanetworks.com](http://www.minervanetworks.com).



**About WT Services, Inc.**

WT Services, Inc., a wholly-owned subsidiary of West Texas Rural Telephone Cooperative, is a Competitive Local Exchange Carrier (CLEC) in the communities of Hereford, Friona and Bovina, Texas. The company is an advanced triple play service provider, offering businesses and residents the option of using a local company for telephone, high speed internet and television service. WT Services is committed to using the latest technologies available, including FTTP and IPTV.

**About Pineland Telephone Cooperative**

Pineland Telephone Cooperative is a rural telecommunication services provider in southeast Georgia that prides itself in being the local leader in the delivery of the latest technology. Pineland offers local and long distance telephone service, high speed internet, and digital television. Pineland's newest subsidiary, Pineland Technology Solutions, offers computer services, security systems, Key & PBX systems, and video production services. For more information, visit [www.pineland.net](http://www.pineland.net)

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