



CloverLeaf Names Carolyn Hillman Baird VP of Sales

CloverLeaf Digital Hires Veteran Business Development Executive for New Sales Position

Brooklyn, NY, November 2, 2009 – CloverLeaf Digital LLC, a leading provider of interactive television applications and services, announced today that it has hired industry veteran Carolyn Hillman Baird for the newly created position of Vice President of Sales.

CloverLeaf provides interactive television services to independent telephone companies and cable companies, including the DotDaily localized news and information TV service, often known as a walled garden, which includes news and sports coverage, local weather, local entertainment guides, horoscopes and other local content; and Funspot casual games, including blackjack, sudoku, and other popular games.

"We are extremely pleased to be able to leverage our increasing success with independent service providers to bring on a professional of the caliber of Carolyn Hillman Baird." said Lawrence Brickman, CloverLeaf's Managing Partner. "Carolyn's experience and skills make her a perfect fit for the new sales position that we have created to handle the growth in new business activity that we are experiencing."

"I am excited to be joining the CloverLeaf team," said newly-named CloverLeaf Vice President of Sales Carolyn Hillman Baird. "CloverLeaf's interactive television services bring much-needed differentiation and added value to independent service providers' video offerings, I look forward to increasing CloverLeaf's industry leadership position by increasing the distribution of these valuable interactive television services."

About CloverLeaf Digital LLC

CloverLeaf Digital is the leading independent provider of interactive IPTV services in the United States. Distributed in over 250 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.

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Media Contact:

Lawrence Brickman
718/438-6448
LB@cloverleafdigital.com