



## **Iowa Network Services Selects CloverLeaf for Interactive IPTV Services**

### **Several INS Companies Launch CloverLeaf Digital's DotDaily and Funspot Interactive Television Services**

**New York, NY, November 9, 2009** – CloverLeaf Digital LLC, a leading provider of interactive television applications and services, announced today that Iowa Network Services (INS), has signed an umbrella agreement allowing Iowa independent telephone companies to cost-effectively offer CloverLeaf's interactive television services to their IPTV subscribers.

The interactive IPTV services covered by the agreement include CloverLeaf's 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. The interactive services also feature local content, including community events calendars, school lunch menus, business listings and community slide shows, published by community organizations using CloverLeaf's DashDaily web-based community content publishing tools.

INS, which represents a network of Telecommunication Companies, is currently using the CloverLeaf interactive television services via its Digital Entertainment Television platform. Several customers of Iowa Network Services have launched CloverLeaf's DotDaily and Funspot services, including Clear Lake Telephone, Colo Telephone, Cooperative Telephone, and Mechanicsville Telephone; with several more trialing the service or planning to launch in the near future.

"CloverLeaf's interactive IPTV services provide the telecommunication companies supported by Iowa Network Services with a powerful differentiator as they compete with cable and satellite, while giving them the ability to provide valuable services to their customers and communities," said Dennis Pearson, Executive Manager of Video for Iowa Network Services. "CloverLeaf is able to provide customized interactive IPTV services to each telecommunication company throughout our network from a central location at our data center – allowing Iowa Network Services to further our mission of offering our customers services more cost-effectively than they could obtain on their own."

"Two-way interactive services like DotDaily and Funspot start to deliver on the promise of IPTV, and are the easiest and least expensive way for service providers to add value to the IPTV offering," said Lawrence Brickman, CloverLeaf's Managing Partner. "We are pleased to be able to work with Iowa Network Services to bring these advanced services to telecommunication companies in Iowa."

#### **About Iowa Network Services, Inc.**

Iowa Network Services (INS) is privately owned by a group of 122 Independent Telephone Companies that has served 500,000 rural Iowans since 1989. The INS Network has been delivering the latest in telecommunication services and it continues to grow. Telephony, core network transport, broadcast video and Internet services via netINS are among the products offered by INS to telecommunication companies across the state of Iowa and to enterprise customers nationwide. For more information, visit [www.IowaNetworkServices.com](http://www.IowaNetworkServices.com) or call 800-469-4000.

#### **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](http://www.cloverleafdigital.com).

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