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A New Interactive Television Company...Now?...Why?

Why start an interactive television company now? Isn't interactive TV dead? Haven't most iTV companies failed? Hasn't too much money been lost on iTV? Why start an iTV company now?

Because there is a need. Because forward-thinking network operators continue to have a need for services that will differentiate them from their competition. Because network operators need to increase their customers' satisfaction in order to improve retention. Because there is a need to leverage the investment in digital network infrastructure to increase revenue. Because neither technology nor the market will rest, and innovative companies continue to create new ways of providing video services to consumers.

Because there is a need for an iTV company which is not based on dot-com era business models. Because there is a need for an iTV company that uses next-generation technology to provide robust solutions, rather than creating unnecessarily complicated proprietary systems. Because there is a need for an iTV company focused on near-term deployability rather than long-term dreamscapes. Because there is a need for an iTV company based on filling specific needs, rather than on world domination. Because there is a need for an iTV company that prospers by providing economical solutions. Because there is a need for an iTV company that understands that successful products start with an understanding of the consumer and the marketplace. Because there is a need for an iTV company that has learned from the experiences of the last several years.

Because there is a solution. CloverLeaf Digital is a next-generation company dedicated to providing interactive television products and services to network operators, programmers, and other members of the media community. Rooted in our deep experience in iTV, we adhere to an appropriate technology philosophy, leveraging flexible and innovative technology and business structures, to provide compelling and reliable services at industry-leading prices.

CloverLeaf Digital is structured with a flexible network of partnerships, allowing us to bring the most appropriate resources to every opportunity. We believe firmly that having partners is better than having competitors, and continually strive to increase our partner network.

CloverLeaf Digital is unabashedly committed to a vibrant, compelling and profitable vision of iTV. There are few in the industry that will argue with the assertion that interactive television will happen. Most questions revolve around when, and how we will get there.

We need to learn to understand iTV services from a product perspective. We need to understand iTV services in the context of the overall environment. We need to learn to understand iTV services from the consumers' perspective. We need to understand which iTV services can meet which consumer's needs in which ways. Although to those in the industry, iTV may be clients and servers, protocols and bandwidth, carousels and return paths, APIs and NDAs --- to consumers, iTV is information, entertainment and communication when and how they want it. I am frequently asked what are the greatest barriers to mass acceptance of iTV --- are they technical issues, business models, standards? All of those issues are critical. But the biggest and most important issue is that (this bears repeating) we need to understand which iTV services can meet which consumer's needs in which ways.

A New Interactive Television Company...Now?...Why? Because there is a need. Because there is a solution. Because iTV isn't dead, in fact, it's just being born. Because by integrating an understanding of the marketplace and the technological environment, with a respect for our partners' and customers' business needs, we can profitably provide iTV services that will resonate with consumers while earning their keep.

C L O V E R L E A F D I G I T A L L L C

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