



CLOVERLEAF DIGITAL LLC

## **Pioneer Telephone Launches CloverLeaf Digital's Walled Garden**

### **CloverLeaf's DotDaily Interactive TV Service is Now Available On-Demand to Pioneer's IPTV Subscribers in 72 Oklahoma Communities**

Brooklyn, NY, October 23, 2007 – CloverLeaf Digital LLC, a leading provider of interactive television applications and services, announced today that Pioneer Telephone, the fourth largest telephone cooperative in the United States, has launched CloverLeaf's DotDaily localized interactive television service providing localized news and information to IPTV subscribers in 72 exchanges in Oklahoma.

CloverLeaf's interactive localized news & information TV service (often known as a walled garden), provided to Pioneer Telephone and other telephone and cable companies, includes news and sports coverage from Associated Press, local weather from AccuWeather, local cinema guides and horoscopes; as well as local content including community events calendars, school lunch menus and community slide shows, published by community organizations using CloverLeaf's DashDaily community content publishing tools.

"CloverLeaf's localized walled garden contributes to our efforts to provide our customers with content and functionality that they can't get from cable or satellite," said Pioneer's Video Business Manager Scott Ulsaker. "CloverLeaf was able to localize their service for every exchange on our network, and we already have several community organizations creating local content with the community content publishing tools."

"Pioneer and other independent telephone companies in the United States have been at the forefront of bringing innovative and valuable services to their subscribers, and we are pleased that Pioneer recognized the value of our DotDaily walled garden service for their IPTV subscribers." said Lawrence Brickman, CloverLeaf's Managing Partner.

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

CloverLeaf Digital is the leading independent provider of interactive TV walled garden portal services in the United States. Distributed in over 150 cities, CloverLeaf's interactive network provides telephone companies, cable operators, and other distributors of digital video with the ability to offer on-demand localized news and information to their subscribers. For more information, visit CloverLeaf Digital at [www.cloverleafdigital.com](http://www.cloverleafdigital.com).

#### **About Pioneer Telephone**

Pioneer Telephone is a multi-service communications company with more than 140,000 total customers/members in 30 Oklahoma counties. Serving customers since 1953, Pioneer is the fourth largest telephone cooperative in the United States. Pioneer provides an array of communications products and services, including Local Telephone Service, Digital TV, Cellular, High-Speed Internet, Long Distance, Internet, Paging, Security Systems, Key System Sales/Maintenance and Directory Advertisement.

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