

September 18, 2006
CONTACT: Ms. Telo Dunne

MEDIA

TEL: 313-831-3500
EMAIL: media@cloverfestival.com

FOR IMMEDIATE RELEASE:

CLOVER FESTIVAL SHINES

Launch of the Global Dance Party with A Greater Purpose is a Ray of Light in a Sometimes Dark World.

TRAVERSE CITY, MICHIGAN, USA: Breaking thru real rain clouds, the dark clouds of much international news •and the dreary clouds blanketing most of contemporary entertainment, the •recently-staged CLOVER Festival shone as a bright new vehicle for personal •inspiration, witness and international family fun. The fresh and exciting concept of combining the energy of dance music with the joy of Christianity was enthusiastically received by the young and young-at-heart who danced with the raindrops at this inaugural celebration of music and faith.

Festival artists (the list of those performing was a "Who's Who" of electronic dance music worldwide) praised the festival for its world-class production and beautiful presentation. Says Farley Jackmaster Funk, one of the founders of House music, "Praise GOD Brothers and Sisters! What a wonderful day for Traverse City, Michigan, and all the people who participated in the 1st Clover Dance Festival. I totally enjoyed playin' music for such good people that GOD prepared for me to entertain and to pray with, now I can't wait till next year! Wow I guess I'll have to." Shares CLOVER artist, Kenneth Thomas, "One of the best produced mega-events I've ever played. Clover is merging the sound of modern electronic music with the Light of the World." DJ Kubik cited, "Coming across the pond from England to the USA, I was very impressed with the professional production at the Clover Festival. A quality set up, friendly & helpful hosts made for a really enjoyable festival." Grammy-Award winner, Kenny Bobien, who performed on Sunday said, "The Clover Festival was a wonderful experience, it's good to know that there are people all over the world who enjoy Christian Dance Music. I had a glorious time and I hope they invite me back for next year's festival."

Major sponsors and supporters of this first-ever massive undertaking also enthusiastically offered their appreciation of CLOVER. Dave Orwig of Domino's, the Official Pizza of CLOVER, noted, "Production-wise, it was top notch. DEMF LLC put on an A-1 class show. We would definitely be involved again." Fifth Third Bank President, Mark Eckhoff, gave his support, "Clover Festival was a positive celebration of music and faith that was unique with its inclusiveness. People from diverse backgrounds and locations were here to see our city for the first time and were left with a welcome feeling about Traverse City." Brian Ford, Unit Sales Manager for the Pepsi Bottling Group, which provided a number of Official Festival Beverages, expressed his gratitude, "Thank you for choosing Pepsi as your beverage provider for the 2006 Clover Festival. We appreciate the opportunity to work with you and your team, and look forward to making the Clover Festival an annual event in Traverse City." Michael Hall, Director of Sales for The Days Inn & Suites, the Official Festival Hotel, complimented, "The Clover Festival organizers brought a unique and completely positive experience to Traverse City in 2006, from the original presentation to the city, through the festival event, all the way through the final cleanup. Each representative of the organization only had the best interest of the attendees and the vendors in mind for this world-class event." And Northern Express, the Festival's Official Guide Sponsor and a top Michigan Alternative Newspaper,

recognized one of CLOVER's most important contributions, "The festival produced the rare little miracle of brotherly love in action."

The City's gorgeous bay-front park was the perfect site for all of those who came to groove and be inspired by the 60 free-of-charge performances of outstanding international dance music. CLOVER artwork graced entrances, stages and activities creating a vibrant environment to celebrate young Christianity and life itself. The Teen Faith Activity Center was one of the most engaging and enlightening experiences for those attending the inaugural event. Pat Heintz, father of Katie Heintz, whose faith and beautiful, yet brief life were an inspiration for the launch of CLOVER celebrated these accomplishments, "We sincerely appreciated the hard work and support demonstrated by all who were affiliated with the event. The celebration of a Catholic Mass at the Traverse City Open Space and the strong commitment to the message of Christianity by all of the participants speaks volumes about the true success of this world-class festival. We look forward to bringing the CLOVER message to many around the world."

Other CLOVER entertainment areas were also big hits. The Dance Dance Revolution Party Tent, with its DDR contests and rows of machines, was busy all day with the energy of young dancers. Trent Hibbard, a local resident and past champion of multiple DDR tournaments, participated at CLOVER and said of his experience, "The DDR setup at the Clover Festival was incredible. There were tons of machines, and best of all, a SuperNova. It was every DDR player's dream come true." The DanceTech Studio also produced great family fun when guests learned the latest dance moves from professional Clover Dancers, all free-of-charge. The festival's Audio Lab was enjoyed by both event guests and the artists who taught young and old alike the "how-to's" of being a world-respected DJ. Clover was acclaimed as one fun-, education- and inspiration-filled weekend.

Executive Director of CLOVER Festival's Presenter, GTEF- The Grand Traverse Educational Foundation, Wayne Mueller spoke of the festival and its gift to the community, "We were thrilled to bring a unique Christian event to the Grand Traverse region. Many people were positively impacted by the CLOVER Festival and the message that it represented."

CLOVER Executive Producer & Director, Carol Marvin, thanked all of those who made CLOVER a beautiful reality, one which she believes is certain to grow as a powerful life and faith affirming experience for the world to come together and enjoy, "The launch of a festival is a complex and demanding achievement. It takes many, many great people to make an event of this nature happen, which is why conceptually original major events are a rarity. Everyone who touched CLOVER in its birth year helped to embody something very special. The hard work of each effort mattered and is a blessing. A great seed was planted that over time will grow into a beautiful tree which will provide much to the benefit of many."

CLOVER 2007 plans are in development. For more information on next year's festival or to participate, please visit the event web site at www.cloverfestival.com.