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FOR IMMEDIATE RELEASE:

LAUNCH OF THE CLOVER FESTIVAL

America's First and the World's Largest Christian Dance Music Festival Hits the Global Stage

TRAVERSE CITY † MICHIGAN † USA: The Grand Traverse Educational Foundation and DEMF LLC are very pleased to announce the launch of the world's most upbeat and uplifting, faith + life inspiring festival on the beautifully scenic, downtown bay-front park in a top U.S. destination - Traverse City, Michigan - on August 25th, 26th & 27th, 2006. The festival is free-of-charge (with no admission fee) making it a gift for all the world to enjoy.

Thousands are expected to come from throughout the state and Midwest to enjoy this perfect end-your-summer-right event. Families will dance together, teens will have a great time enjoying their music with a positive spin, and adults will be energized by the creative environment. Everyone will experience an entire day or whole weekend of world-class entertainment in 5 special staging areas filled with the latest and greatest in the dance music genre which is life + faith inspiring, high tech and fresh - a great groove with an outstanding character. Its mission is to bring the world together to dance and celebrate.

Moreover, CLOVER is a first in many ways: From its first-ever status in American music events, to being the first major music festival held in the beautiful Open Space Park, as well as the largest Christian Dance Festival held worldwide, and the host to wholly original entertainment areas like the DanceTech Studio, The Dance Dance Revolution Party Tent and the Audio Lab, CLOVER is making music, faith and event history all at once. The festival's presenting organization is the Grand Traverse Educational Foundation. GTEF Executive Director, Wayne Mueller, states his enthusiasm, "We are thrilled to be a part of this unique and world-class event. Clover will allow youth to celebrate their Christian faith and will provide families with a positive spiritual experience."

Approximately 60 of the world's top DJs and Dance artists will drive the beat and spirit of this brilliantly artistic event, including headlining artists: Farley "Jackmaster" Funk, • Andy Hunter, • Joy Electric, Roy Davis, Jr., • Eddie Fowlkes•, Vikter Duplaix, • Ron Trent, • Garth Trinidad•, DJ Spen•, Dajae and many more. This powerful, inspirational

presentation is the kind of entertainment the world needs desperately and is sorely lacking.

Christian dance music events are very popular the world over due to their intense yet positive energy. A very high percentage of the U.S. population acknowledges themselves as Christian, and such a giant market is a powerful force too often under-served in modern music entertainment. Quite often animated films take the top box office simply because of their meaningful message and family values. Now CLOVER will reach out to the young - and young at heart - with a brand-new major festival experience: A global dance party with a greater purpose.

CLOVER's greater purpose is perfectly and beautifully illustrated in the all too brief but shining life of a 16 year-old girl from St. Francis Catholic High School in Traverse City, Michigan: Katie Heintz. This special young woman touched the lives of everyone who met her and many whom have heard of her brave, faith-filled, approach to the aggressive Leukemia that took her home to her Lord. She had great trust in God, and lived each day to its potential in the fullness of her faith. Now, her brilliant example lights the way for CLOVER to share the good news. She is the inspiration for the festival's launch. Katie's father, Patrick Heintz is excited about CLOVER's deepest message. Pat shares "The Heintz family is overjoyed to be involved in the launch of such an awesome Christian Festival.

Katie's devotion to Jesus is the inspiration behind this world class event and helps us to KEEP BELIEVING, KATIE•STYLE!!!!"•• A chapel on-site at the event will be hosted in her name, providing a special place to pray for CLOVER guests. Donations to help create a garden at Katie's church will be accepted, and those helping will receive a "Keep Believing Katie-Style" pin as a remembrance.

At the launch press conference, CLOVER Arts & Creative Director and DEMF LLC President, Tom Thewes, unveiled the festival's commemorative poster. The artwork was created by Chris Dean, who was chosen as the ideal creator for this work. Dean skillfully and confidently walks the tenuous line of being an avant-garde and cutting-edge new talent while retaining his moral sensibility. Chris' aesthetic is grounded in his Christian ethics while he explores his interest in scientific advancement, usually viewed through the lens of kitschy 50's and 60's science classroom text books and film strips. Says Thewes about Dean's work, "I think this perspective fits perfectly with the techno-based

dance music that is a core segment of our presentation." The commemorative poster will be available for sale at the festival in the Merchandise Tents for \$15.00, along side CLOVER brand gear including hats, t-shirts, bags and temporary tattoos, amongst other fun festival items.

Two additional exciting programs at the festival are the CLOVER Teen Ministry Host Program and Ecclesiastes 3:4 Network. CLOVER Hosts are teen and youth ministry groups have been invited by the festival from churches throughout the state to help host this important, Christian event. Hosts will have their own areas at the festival to join in the fun, creativity and outreach of CLOVER. The Ecclesiastes 3:4 Network is a special opportunity for those who want to support the giving of this special gift, a massive free world-class festival. Those who join will be recognized as Official Dancers, receiving special credentials, t-shirts, a poster and the knowledge that they helped launch a faith+ life inspiring dance party for the world to enjoy, all for a cost of only \$50.00.

Of course, CLOVER will feature special faith service presentations daily at the festival. On Sunday morning at 11:00 am, Mass will be held on the CLOVER Main Stage and more, unique Faith Services will be held in Teen Faith Activity Center throughout the event. This faith-filled center will be hosted in a tented area shaped like a cross, will offer a variety of interesting experiences including lectures, book signings, bible studies, crafts and other inspiring activities.

The powerfully innovative and high-tech nature of this festival presentation is impressive. The Clover Festival is not only the first of its kind in the US, but also the first festival to ever house an area dedicated to one of the newest and hottest arcade gaming machines in the country. Dance Dance Revolution will be represented in its own gaming area with daily tournaments and open coin play for all to enjoy. Game fans will be able to enter tournaments and play their way to the grand system in the DDR series called SuperNOVA, which made its arcade release worldwide just one month ago. Available in very limited arcades, DDR SuperNOVA is on back order for businesses until September, and to date has not been slated for home release. Dance Dance Revolution SuperNOVA is the first arcade version of the best-selling dance video game series to be released in North America in more than six years, a brand new evolution in the DDR series, expanding on every aspect of what made the original series innovative and fun. CLOVER offers an exciting opportunity to see the future of this amazing game series, and

test your dance skills.

CLOVER Technology is the finest available. The festival's use of the hottest creative and dance music products offers guests some of the best action at the event. In addition to the DDR Party Tent, CLOVER festival-goers can learn old school classics as well as the latest dance moves in the event's DanceTech Studio. Four top, award-winning and energetic instructors will keep the party moving with free-of-charge dance lesson sessions throughout the day. Furthermore at 7 PM, the DanceTech Studio will turn into a life + faith affirming mini-club. The area will also feature great coffee and juices from Espresso Bay to fuel the dancers on stage, on the floor and in the crowd that gets to watch the groove in a café-like setting. In the CLOVER Audio Lab, festival-goers will get to experience creating music with the latest technology, learning from the event's top artists at special sessions. Artists will also sign autographs, and have their music available for sale and at select times, DJs will also perform sets with a high-tech groove.

A massive free-of-charge undertaking like CLOVER requires the support of many, many people to ensure that the event reaches its fullest potential and success. CLOVER has, in its launch year, attracted some of the finest corporations and individuals to help with the production, key partners that understand the value of family-oriented entertainment and are committed to making a difference by making good things happen. We would like to thank the following contributors whose support is making this brilliant music festival a reality: Britten Media, Passageways Travel, The Days Inn, Espresso Bay, Honors, Northern Express, Families First, St. Francis, Tastyfresh.com, DJ Supply and the City of Traverse City. CLOVER has a number of outstanding sponsorship opportunities available for companies and organizations that would like to help create something wonderful: A Global Dance Party with a Greater Purpose.

CLOVER is produced by DEMF LLC. The organization is committed to creating and producing the finest dance and electronic music events worldwide. DEMF LLC CEO and Festival Executive Producer Carol Marvin has been recognized internationally for her achievements

in the event and music industries, including production of 11 major festivals with over 500,000 in attendance. Production offices for CLOVER are located at 4160 Woodward Avenue, Detroit, MI 48201. The CLOVER name and logo are trademarks of DEMF LLC. All Rights Reserved.

We look forward to dancing with you on August 25th, 26th & 27th.

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