



ZAPPOS.COM CHOOSES CHOICESTREAM TO 'WOW' SHOPPERS WITH PERSONALIZED PRODUCT RECOMMENDATIONS

Personalized Recommendations are Now Live throughout Zappos.com Website

Cambridge, Mass. — September 21, 2009 — [ChoiceStream](#), the premier personalization service provider for the world's largest brands, and [Zappos.com](#), a leader in online apparel and footwear sales, today announced that Zappos.com has chosen ChoiceStream RealRelevance[®] solution to power personalization on its site. ChoiceStream personalized product recommendations appear throughout Zappos' online store, including the new home page currently being previewed at www.zappos.com/zeta.

Zappos.com chairman and chief operating officer, Alfred Lin, signed the deal to use ChoiceStream recommendations earlier this summer in front of a room full of ChoiceStream employees. The [employees were gathered for the company's first 'all-feet' meeting, proudly sporting their new Zappos purchases](#) in honor of Mr. Lin's visit. Upon signing the deal, Mr. Lin talked to ChoiceStream employees about [Zappos' core values](#), including the company's intense focus on delivering 'wow' through [customer service](#). Mr. Lin commented on how that focus turned their founder's vision into the company it is today—a company with more than \$1b in sales that is consistently recognized as one of the [best places to work](#).

"Zappos is known for having a really strong culture. We work hard, we play hard, and we like to throw a little weirdness into every day just to keep things interesting," said Lin. "We knew ChoiceStream was a good fit with our company because they're committed to driving results for their customers while creating a fun, energized work environment for their employees. They really embrace our values and culture and they have a great product that we think will make shopping even more enjoyable for our customers."

ChoiceStream personalization will provide Zappos.com customers with individually relevant product recommendations tailored to each customer's tastes and shopping habits. These recommendations have been proven to drive significant uplift in click throughs, conversion and revenue for some of the world's leading brands by presenting products that shoppers are most likely to be in-market for next.

“Zappos is truly unlike any other company I’ve worked with,” said Steve Johnson, founder and CEO of ChoiceStream. “There is a genuine excitement and intensity about the place that is absolutely contagious. We are thrilled to be working with them and plan to ‘wow’ them with some outstanding customer service of our own.”

To view ChoiceStream product recommendations, visit www.zappos.com/zeta and scroll to the ‘Recommended Products’ section. Personalized product recommendations can also be found on the Zappos.com product page.

For more information on ChoiceStream RealRelevance personalization solution, [visit our web site](#). To shop for shoes, clothing, handbags, eyewear, and pretty much anything else you need, shop at Zappos.com.

About Zappos.com

Established in 1999, Zappos.com has quickly become a leader in online apparel and footwear sales by striving to provide shoppers with the best possible service and selection. In 2008, the company’s gross merchandise sales exceeded \$1 billion. Zappos.com currently stocks millions of products from over 1000 clothing and shoe brands. Zappos.com was recognized in 2009 by FORTUNE MAGAZINE as one of the “100 BEST COMPANIES TO WORK FOR”, debuting as the highest-ranking newcomer to FORTUNE’s 2009 list. More information about the company’s customer service philosophy, unique company culture, and job openings can be found at <http://about.zappos.com>. More information about the “Zappos Insights” business membership program can be found at <http://www.zapposinsights.com>

About ChoiceStream, Inc.

[ChoiceStream](#) delivers dynamic, personalized product recommendations and display ads that increase purchases and customer engagement for today’s biggest brands, including Zappos, Overstock.com, Tesco, Borders, Blockbuster, AT&T, and Yahoo!. Recently named the company with the “deepest experience” of the ‘pure-play’ personalization engines” by a leading independent research firm, ChoiceStream enables retailers to put the right content and products in front of the right people at the right time to maximize the value of every interaction with consumers.



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