

CHOICESTREAM ANNOUNCES SAAS-BASED REALRELEVANCE® ANYWHERE PERSONALIZED RECOMMENDATION SERVICE

*Leading Personalization Services Provider Offers On-Demand Solution That Delivers
Recommendations That Build Revenues, Profits, and Customer Loyalty*

Cambridge, MA – September 25, 2008 – [ChoiceStream](#), the premier personalization services provider for leading e-retail, entertainment, TV and mobile brands, today announced the availability of RealRelevance® Anywhere personalized recommendation service, an automated software-as-a-service (SaaS) solution that drives consumer loyalty and revenue growth through personalized recommendations. ChoiceStream’s seven years of deep experience working with clients like Yahoo!, AT&T, Blockbuster and Overstock.com was applied to the new SaaS-based solution to produce a flexible, low-cost solution that can deliver the exceptional business impact that customers expect.

The RealRelevance Anywhere service is based on ChoiceStream’s Universal Recommender technology that drives customer behavior through individually targeted recommendations of any kind – from hard goods to media content – across key customer touch points. ChoiceStream’s SaaS-based platform has been in production and delivering strong results for major retail and entertainment customers.

“ChoiceStream’s RealRelevance Anywhere personalization service provides each of our customer’s consumers with a unique experience, driving the discovery of retail merchandise, videos, music and movies,” said Toffer Winslow, Executive Vice President of Sales and Marketing at ChoiceStream. “And, as a hosted service, it does so in a way that minimizes total cost of ownership while ensuring that our customers always have access to the most up-to-date and advanced capabilities.”

ChoiceStream’s RealRelevance Anywhere service intuitively learns about an organization’s products or content and the users interacting with it. Specifically, the service analyzes a user’s preferences, browsing and purchase history and leverages that information to deliver real-time recommendations across key customer touch points, including the Web, email, and set-top box. But, rather than relying on a ‘one-size-fits-all’ approach, ChoiceStream’s Universal

Recommender uses a variety of personalization algorithms and techniques to address the various real-world conditions under which recommenders are required to operate, such as when there is little information known about a user's preferences; the content or product catalog changes frequently and new items have no transaction histories; or there is a possibility that very popular items may get recommended too frequently, cannibalizing sales that users would have been made anyway.

Most recommendation systems fail to provide reasonable recommendations under these common conditions because they rely too heavily on basic collaborative filtering (CF). Basic CF works well when extensive transaction data exists, but breaks down quickly when confronted with real world challenges. The ChoiceStream RealRelevance Anywhere service is smart enough – and experienced enough – to detect when CF techniques are appropriate and when other approaches would be more effective. Examples of other useful techniques include in-session click analysis, selective filtering, goal optimization, and automated defaults.

Recommendations from the RealRelevance Anywhere service can be leveraged on eCommerce or Media & Entertainment Web sites, as well as in email or direct mail communications, call centers, in-store kiosks, personalized one-on-one merchandising or other marketing initiatives. For more information on how the RealRelevance Anywhere service can create measurable results, visit [here](#) for Media & Entertainment industry information or [here](#) for Retail industry information.

About ChoiceStream, Inc.

[ChoiceStream](#) is the premier personalization service provider for the world's largest e-retail, entertainment, TV and mobile brands, including Comcast, Borders, AT&T, DirecTV, AOL, Blockbuster, Yahoo!, and Overstock.com. Recently named the company with the "deepest experience" and the "largest and longest-standing of the 'pure-play' personalization engines" by Forrester Research, ChoiceStream enables customers to put the right products in front of the right shoppers at the right time to maximize the value of every interaction with their consumers.

ChoiceStream can recommend all types of merchandise—from apparel to electronics and everything in between—and can be delivered via any medium, including the desktop, mobile devices, the TV set-top, and call centers. That means customers can invest in one personalization service for all their business needs.

And, best of all, ChoiceStream delivers this innovation through a fully-hosted service. There is no costly investment in IT infrastructure and no hardware to maintain. Just the tools customers need to dramatically increase revenue and satisfaction with their service.

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