

CHOICESTREAM MICRO-TARGETED PRODUCT RECOMMENDATIONS BOOST HOLIDAY SALES IN DOWN ECONOMY

Shoppers Taking Guidance from Recommendations Spend 26% More

Cambridge, Mass. — December 15, 2008 — [ChoiceStream](#), the premier recommendations service provider for the world’s largest retail and entertainment brands including Tesco, Overstock.com, Borders, Blockbuster, Yahoo!, and AT&T, today announced customer data resulting from the 2008 holiday shopping season. The data shows that shoppers who received ChoiceStream’s RealRelevance® Recommendations spent 26% more than the average shopper.

The customer data aggregated by ChoiceStream also showed that 1 in 5 shoppers bought at least one item that was recommended to them. This supports the recently announced results of the [ChoiceStream Holiday Shopping Survey](#), which indicated that the vast majority of shoppers would rely on or take into consideration recommendations when looking for gifts this holiday season.

“The significantly higher revenue among those shoppers who received our product recommendations demonstrates the value of ChoiceStream personalization. In fact, for one of our customers, ChoiceStream-recommended items represented 15% of its holiday sales,” said Aaron Kechley, vice president of product management and product marketing at ChoiceStream. “These results illustrate how product recommendations continue to be a great investment for retailers—especially in tough economic times. Shoppers want them, and the results are dramatic.”

The results are based on actual shopping data and cover the 7-day shopping period between Thanksgiving Day, November 27, and Wednesday, December 3, 2008. During this widely anticipated kick-off of the holiday shopping season, traffic to the ChoiceStream data center was 3 times higher than usual and its clients experienced zero down time.

For more information on how RealRelevance Recommendations can create measurable results for online retailers, [visit our website](#).

About ChoiceStream, Inc.

[ChoiceStream](#) delivers dynamic, micro-targeted product recommendations and display ads that increase purchases and customer engagement for today's biggest brands, including 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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