

CHOICESTREAM APPOINTS FOUR INDUSTRY LEADERS TO ADVISORY BOARD

*Diverse Group to Share Insight and Proven Leadership Experience with
Leading Personalization Solutions Provider*

Cambridge, Mass. — December 1, 2006 — ChoiceStream, Inc., the leading provider of personalization solutions for online entertainment services, e-retailers, TV and mobile providers, today announced the appointment of four prominent technology and media leaders to the company's board of advisors. New members include Geoff Ralston, Rose Polidoro, Miles Gilburne and David Breashears.

The new members join the existing board, comprised of Internet visionary Esther Dyson of CNET, Professor Richard Zeckhauser of Harvard University, Pattie Maes, Interim Head of Program in Media Arts & Sciences at MIT's Media Laboratory and investor David Weiden of Khosla Ventures.

"The addition of proven innovators to ChoiceStream's advisory board will lend tremendous value to the company as we continue to grow and strengthen our position as the leader in personalization solutions," said Steve Johnson, CEO and co-founder of ChoiceStream, Inc. "Each of our new members understands the importance of personalization for companies vying for the loyalty and attention of today's consumer. Their guidance will prove instrumental as we expand our offering to the consumer on all three screens—computer, TV and wireless devices."

"During my tenure at Yahoo!, we used ChoiceStream's RealRelevanceSM platform to personalize Yahoo! Movies and Yahoo! Gift Finder. The results were impressive, as we were able to realize significantly higher clickthrough rates, longer session lengths and, most importantly, a more satisfied user base," said Geoff Ralston, formerly Yahoo!'s chief product officer. "I'm pleased to join ChoiceStream as an advisor because I believe in its mission of transforming the consumer experience through relevance."

"When AOL first launched personalized TV listings in 2004, it was clear even then that ChoiceStream was well-positioned to play a leading role in placing consumer choice at the heart of next generation media viewing," noted Miles Gilburne, managing member, ZG Ventures. "In today's world—with a superabundance of options at the user's fingertips—it's hard to find relevant content without 'smart' guidance to help make sense of it all. ChoiceStream is proving it can help companies fill this critical need by accurately delivering a personalized experience to each consumer."

In addition to his venture capital activities, Gilburne served as senior vice president of corporate development for America Online, Inc and as a director of first AOL and then Time Warner, Inc. until stepping down in May 2006.

A world renowned mountaineer and executive leadership coach who has reached the summit of Mount Everest five times, Emmy award-winning David Breashears co-directed, co-produced and filmed the 1998 large-format movie “Everest,” the most successful IMAX film of all time.

Rose Polidoro served as executive vice president of promotions for New Line Cinema, promoting “The Lord of the Rings” movies, among others. Today, Polidoro owns and operates her own marketing consulting firm in New York City. Her clients have included Avon, Reuters, Sports Illustrated and the Public Theater.

About ChoiceStream, Inc.

ChoiceStream is the premier personalization solution for the world’s largest entertainment, e-retail, TV and mobile brands, including AOL, Yahoo!, DirecTV and Overstock.com. In today’s marketplace of ‘superabundance,’ ChoiceStream’s RealRelevanceSM Platform restores control to consumers by delivering personally relevant choices when and where they want it. ChoiceStream’s RealRelevance Platform accurately presents consumers with their favorite music, movies, news, sports, and products wherever they are: online, using a mobile device, or watching television. For consumers, ChoiceStream’s technology delivers on the promise of instant gratification. For content providers, ChoiceStream’s solution produces measurable business results and a powerful approach to building lifetime customer loyalty.

Jodi Petrie
Racepoint Group, Inc.
781-487-4692
jpetrie@racepointgroup.com

Phillip Fougere
ChoiceStream, Inc.
617-498-7877
pfougere@choicestream.com

ChoiceStream, Inc.
210 Broadway, 4th Floor
Cambridge, MA 02139
617.498.7800
www.choicestream.com