

## **CHOICESTREAM RECOGNIZED FOR LEADERSHIP IN EMERGING TECHNOLOGY, INNOVATION AND ENTREPRENEURSHIP**

*Leading Personalization Solutions Provider Selected for Prestigious Awards, Including AlwaysOn 100*

**Cambridge, Mass. – August 08, 2007** – ChoiceStream, the leading provider of personalization solutions for online entertainment services, e-retailers, TV and mobile providers, today announced that it has been selected as one of the AlwaysOn 100 Top Private Companies of 2007 and was nominated as a finalist in both the Technology Developer - Enterprise category of the 2007 Mass Technology Leadership Awards and The Ernst & Young Entrepreneur Of The Year Awards. The multiple recognitions are a testament to ChoiceStream's innovative technology and thought leadership in the field of personalization technology. ChoiceStream powers recommendations and product discovery for more than 100 million consumers each day.

ChoiceStream was recently selected as a finalist in the AO 100 Top Private Companies for 2007 amongst more than 1,000 nominations. AlwaysOn editors compiled the fifth-annual elite AO100 list by identifying private companies that excel within the areas of innovation, entrepreneurship, and potential within the global technology industry.

"AlwaysOn applauds the enterprise that seeks an innovative approach to delivering real-world solutions for the global community," said Tony Perkins, founder and editor of AlwaysOn. "My congratulations to the AlwaysOn 100 winners, as these are the companies which we predict will have the greatest market traction, strongest innovation and most game-changing approaches this year and beyond."

ChoiceStream is honored to have also been named a finalist for the 2007 Mass Technology Leadership Awards in the Technology Developer - Enterprise category. The company was selected from a collection of 180 companies nominated for the prestigious award, which recognizes Massachusetts-based leaders in technology, business and entrepreneurship. Winners in each of the categories are to be announced on October 18, 2007 at the Westin Copley Place in Boston.

In addition, Steve Johnson, ChoiceStream's CEO, was nominated as a finalist for The Ernst & Young Entrepreneur Of The Year. The globally recognized award program selects business leaders that contribute to their organizations and communities with innovative thinking, and dynamic leadership skills. The Ernst & Young Entrepreneur Of The Year regional, national and global awards has recognized leaders from 125 cities in 40 countries.

“The ChoiceStream team is honored to have been recognized by such prestigious organizations,” said Toffer Winslow, EVP of Sales & Marketing at ChoiceStream. “The demand for personalization technology has surged in the past year, as it has become an integral part of online video and retail systems. ChoiceStream is committed to providing the most effective personalization solutions and these most recent recognition are proof of our dedication to this unique and important mission.”

### **About ChoiceStream, Inc.**

ChoiceStream is the premier personalization solution provider for the world’s largest entertainment, e-retail, TV and mobile brands, including Comcast, AT&T, DirecTV, AOL, Blockbuster, Yahoo!, and Overstock.com. In today’s marketplace of superabundance, ChoiceStream’s RealRelevance<sup>SM</sup> platform restores control to consumers by delivering personally relevant choices when and where they want them. ChoiceStream’s RealRelevance platform accurately presents consumers with their favorite video, music, movies, news, sports, and products, effectively simplifying the discovery process 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.

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