

BLOCKBUSTER® SELECTS CHOICESTREAM® TO HELP DELIVER PERSONALIZED CUSTOMER EXPERIENCE TO MULTIPLE CHANNELS

Cambridge, MA — May 29, 2008 — [ChoiceStream, Inc.](#), a leading personalization solution provider, today announced it has expanded its relationship with [Blockbuster Inc.](#) After three years of using ChoiceStream technology to deliver billions of personalized recommendations to users of [Blockbuster's online subscription service](#), the same technology can now be leveraged to personalize interactions across a broad array of customer touchpoints, potentially including email communications and, in the future, in-store digital kiosks.

“The vision to deliver a personalized customer experience across multiple channels differentiates Blockbuster,” said Steve Johnson, CEO of ChoiceStream. “ChoiceStream’s recommendations help reduce the time and effort spent searching for the right movie by presenting relevant movie choices that match a consumer’s interests.”

Since 2005, Blockbuster has employed ChoiceStream’s personalization solutions for the one-to-one merchandising of Blockbuster’s broad catalog of DVD titles to millions of by-mail subscribers. With the expansion of its relationship with ChoiceStream, Blockbuster can now utilize ChoiceStream’s unique targeting capability to [power movie recommendations](#) delivered through email and, in the future, in-store digital kiosks.

“ChoiceStream’s recommendation technology enables us to provide an improved movie discovery process, helping us connect people with the movies they love,” said Keith Morrow, Chief Information Officer, Blockbuster Inc. “With this agreement, we can extend ChoiceStream’s personalization service across multiple channels for a consistent user experience.”

ChoiceStream delivers the most powerful recommendation system on the market and is deployed by industry leaders like AT&T, DirecTV, Borders and Comcast.

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.

About Blockbuster

Blockbuster Inc. (NYSE: BBI) (NYSE: BBI.B) is a leading global provider of in-home movie and game entertainment, with more than 7,800 stores throughout the Americas, Europe, Asia and Australia. The company may be accessed worldwide at <http://www.blockbuster.com/>.

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