

DIRECTV SELECTS CHOICESTREAM TO DELIVER PERSONALIZED ENTERTAINMENT EXPERIENCE

RealRelevance™ Platform will Personalize TV Listings for DIRECTV's 15.5 Million Customers With "My TV Planner"

Cambridge, Mass. — November 9, 2006 — ChoiceStream, Inc., the leading provider of personalization solutions for online entertainment services, e-retailers, TV and mobile providers, today announced that DIRECTV (NYSE:DTV), the nation's leading satellite television provider, has selected ChoiceStream's RealRelevance Personalization Solution to enhance the entertainment experience for DIRECTV's 15.5 million customers. The service, branded "My TV Planner," is for DIRECTV subscribers only and can be accessed on www.directv.com.

"My TV Planner" offers premiere television guidance and personalized programming recommendations, allowing customers to manage the wide variety of content available on DIRECTV, including movies, television programs and on-demand video content. Customers can 'sort by relevance' within a seven-day window to easily identify the entertainment they want to watch and create their own personalized TV schedule. Rather than searching through voluminous lists for something interesting to watch, customers can also rate a variety of current programming on DIRECTV, and in turn receive informed recommendations on newly added DIRECTV programming.

"Consumers expect better guidance in today's marketplace of superabundance. They are not interested in scrolling through hundreds of channels every time they turn on their television," said Steve Johnson, CEO, ChoiceStream. "ChoiceStream's personalized recommendations and online TV guide put relevant titles at the subscriber's fingertips instantly, including hard-to-find videos that get lost in large inventories or movie classics waiting to be re-discovered."

“We chose ChoiceStream because it learns from customer interactions quickly and accurately to understand their unique preferences resulting in a relevant recommendation system that delivers enormous value,” said Karen Leever, senior vice president of directv.com. “With ChoiceStream’s unique brand of personalization, our customers will discover programming that best reflects their individual tastes and interests, making their viewing experience convenient and fun.”

About ChoiceStream, Inc.

ChoiceStream is the premier personalization solution for the world’s largest entertainment, e-retail, TV and mobile networks, including AOL and Yahoo!. In today’s marketplace of ‘superabundance’, ChoiceStream’s RealRelevance restores control to consumers by delivering personally relevant choices when and where they want it. ChoiceStream 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 delivers on the promise of instant gratification. For content providers, ChoiceStream produces measurable business results and a powerful approach to building lifetime customer loyalty.

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