

CHOICESTREAM ADDS SEASONED VP OF SALES TO MANAGEMENT TEAM

Doug May to Drive Next Phase of Company's Expansion

Cambridge, Mass. — April 29, 2008 — ChoiceStream, Inc., a leading personalization service provider, today announced that Doug May has been named vice president of sales. May brings more than 18 years of sales and management experience in the high-tech sector to ChoiceStream's executive team. In his new role, May will manage and expand ChoiceStream's sales operations as it looks to capitalize on the growing demand for personalized recommendations in the retail and media and entertainment industries.

"The addition of Doug's talent and experience to our organization will play a critical role in ChoiceStream's continued growth as we enter new vertical and geographic markets in 2008," said Steve Johnson, ChoiceStream's founder and CEO. "Doug's experience in building and leading strategic sales practices, especially in new business areas, make him uniquely qualified to drive ChoiceStream to new levels in 2008 and beyond."

Most recently May served as vice president of sales for Bit9, a pioneer and leader in enterprise application whitelisting, where he built and led a sales team that was responsible for growing the customer base from 0 to 65 in just two years, acquiring accounts such as PetSmart, The TJX Companies, Marks & Spencer, Ritz Camera and Fox Interactive. Prior to Bit9, May was director of sales for Endeca Technologies where he built the eastern United States into the company's largest, most successful region. He generated more than \$40 million in software and consulting revenues, and oversaw key sales wins with blue chip customers including IBM, Home Depot, Lowe's, American Express, Fidelity, Circuit City, Home Shopping Network, Time Inc. and Barnes & Noble.

"ChoiceStream's unique approach has made personalized recommendations a 'must have' rather than a 'nice to have' for today's top brands," said May. "There is a growing demand for a streamlined personalization service that places the most relevant products, services, and content in front of consumers to increase sales and build brand loyalty. ChoiceStream's fully hosted personalization service distinctively meets this demand and I'm thrilled to begin capitalizing on this enormous market opportunity."

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 RealRelevance Anywhere 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

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