

## CHOICESTREAM PERSONALIZATION RECOGNIZED IN REPORT ON ECOMMERCE BY INDEPENDENT RESEARCH FIRM

*eCommerce Optimization Engines Report Analyzes the Importance of  
Personalization for Online Retail Business*

**Cambridge, Mass. — January 09, 2008** — ChoiceStream, Inc., a leading personalization solution provider, was recognized in a December 2007 research report entitled, “Which Personalization Tools work for eCommerce – And Why” by Sucharita Mulpuru of Forrester Research, Inc. The report referred to ChoiceStream’s offering as a “particularly rich solution” as well as the “largest and longest-standing of the ‘pure-play’ personalization engines.”

The report looks at the history, varying techniques and effectiveness of eCommerce personalization. Mulpuru makes a case for the need for personalized recommendations writing, “the ability to present customers with relevant products, pages, or offers that are customized is an objective that online retailers have aspired to since they began selling online...” The report adds, “Seventy-seven percent of customers say that they find recommendations in general somewhat to extremely useful, and roughly one-third of consumers who notice recommendations on eCommerce sites report purchasing a product based on such recommendations.”

The report states that “web site personalization is an underleveraged weapon” and defines personalization as “the process of creating experiences on Web sites or through interactive media that are unique to individuals or segments of consumers.”

Companies are advised to pick a vendor which already has clients within the same industry. “ChoiceStream has perhaps the deepest experience with media companies but is also gaining traction in other sectors within retail, particularly with heavily-trafficked, SKU-intensive sites.”

“Since 2001, ChoiceStream has been delivering value to its clients and partners by providing quality recommendations to consumers. It is wonderful to be recognized by Forrester Research as having a ‘particularly rich solution’ and an offering that can have a positive impact on our clients’ business,” said Toffer Winslow, EVP of ChoiceStream Sales and Marketing.

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**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 convenience to consumers by delivering personally relevant choices when and where they want them. ChoiceStream accurately presents consumers with their favorite video, music, movies, news, and products, effectively simplifying the discovery process and prompting action. For consumers, ChoiceStream's technology delivers on the promise of personalized customer service. For content providers, ChoiceStream's solution produces measurable sales results and a powerful approach to building lifetime customer loyalty.

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