

CHOICESTREAM AND JUMPTAP JOIN FORCES TO DRIVE CONSUMPTION ON THE MOBILE PLATFORM

CAMBRIDGE, Mass.— September 12, 2007 – ChoiceStream, Inc., a leading personalization solution provider, and JumpTap, a leading mobile search and advertising provider, today announced a strategic partnership to offer the most practical, personal and compelling search experience to mobile subscribers on the market. ChoiceStream's innovative Relevance on TopSM recommendation system and JumpTap's proven search and advertising platform will enable wireless operators to deliver a fully personalized mobile experience for each subscriber, based on individual tastes and preferences.

The strength of the JumpTap and ChoiceStream partnership draws from each company's unique capabilities. JumpTap's made-for-mobile search engine, currently deployed with numerous mobile operators in North America and Europe, was specially designed to deliver the most relevant results to users, while addressing the unique attributes of the mobile Web. ChoiceStream delivers the most powerful recommendation system on the market, and is deployed by industry leaders like AT&T, Comcast and Blockbuster.

"On the mobile Internet, the goals are different and relate to the device's unique characteristics — it's always with you, always connected, and personal," said Niek van Neen, analyst, Forrester Research. "People on the go will welcome mobile services that match these characteristics."*

ChoiceStream and JumpTap's combined search and recommendation capabilities will deliver vastly enhanced search and advertising results. The system also will deliver individually targeted promotions and merchandise so that subscribers discover and are able to purchase personally relevant entertainment and products from the operator deck quickly and conveniently. Consequently, mobile operators will better monetize their decks and generate additional revenue while making their users' search experiences more engaging.

"By integrating ChoiceStream's recommendation system with JumpTap's mobile-specific search and advertising platform, we are helping mobile operators monetize their decks while providing subscribers with a unique experience tailored to them," said Jorey Ramer, JumpTap's Vice President of Corporate Development. "Over the past few years, we have focused on and refined our search and advertising technology, and so we are pleased to partner with a company like ChoiceStream that has focused on creating a unique high performance recommendation system. Together we are able to offer mobile operators the most powerful mobile solution to distribute and monetize their content."

"The mobile phone is fast emerging as one of the most important channels through which ChoiceStream delivers personalized recommendations. We are delighted to partner with JumpTap to offer mobile operators the ability to cater to each of their subscribers with a more relevant mobile experience," said Toffer Winslow, EVP of ChoiceStream Sales and Marketing. "This partnership is exciting because it combines two proven technologies to help consumers quickly and easily find the content they want to drive more purchases, engagement and loyalty for mobile operators."

* "Getting Consumers To Use Mobile Services", Forrester Research, September 5, 2006

About ChoiceStream, Inc.

ChoiceStream is the premier personalization solution provider for the world's largest entertainment, e-retail, TV and mobile brands, including Comcast, ATT, DirecTV, AOL, Blockbuster, Yahoo!, and Overstock.com. In today's marketplace of superabundance, ChoiceStream's RealRelevanceSM platform restores control to consumers by delivering personally relevant choices when and where they want it. 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.

About JumpTap

JumpTap, Inc. is the leader in mobile search and advertising solutions reaching 40% of North American WAP subscribers and commercially deployed on numerous mobile operators in North America and Europe. Recently selected by IDC as one of the 10 emerging mobile players to watch in 2007 and awarded the 2007 Entrepreneurial Award for Mobility by Frost and Sullivan, JumpTap has developed the most comprehensive search and advertising solutions in the market. JumpTap's operator-branded solutions enable operators to maintain their direct relationship with their subscribers, and offer a fast, easy and fun search experience, while generating and retaining valuable search and advertising revenues. For more information, please visit www.jumptap.com.

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