

NEW CUSTOMER ACQUISITION, EXPANDED RELATIONSHIPS WITH EXISTING CUSTOMERS, AND PRODUCT INNOVATION DRIVE RAPID REVENUE GROWTH FOR CHOICESTREAM IN 2008

85% Revenue Growth Through Third Quarter

Cambridge, MA – November 11, 2008 – [ChoiceStream](#), the leader in personalized recommendations, today announced strong revenue growth through the first three quarters of 2008. Compared to the same period a year ago, ChoiceStream revenues increased 85%, driven by major [new customer wins](#), expanded relationships with [existing customers](#), and the launch of ChoiceStream’s field-proven [RealRelevance personalization](#) technology as a [SaaS-based offering](#).

“In difficult economic times, online retailers and other businesses that depend on consumer spending need low-risk, high ROI projects to weather the storm,” said Steve Johnson, CEO of ChoiceStream. “We’re delighted that major customer-centric companies in North America, and now Europe, are selecting ChoiceStream to enable them to grow despite the macroeconomic challenges we all face. ChoiceStream is helping market leading enterprises deliver a more relevant experience to their customers through targeted, individualized product and content recommendations that drive more sales and build customer loyalty.”

Other notable customer wins for ChoiceStream in 2008 include:

- One of the largest European television companies;
- One of the top global telecommunications companies;
- A major North American satellite broadcaster; and
- An OEM deal with a partner whose mobile TV solution has been deployed by one of the world’s largest mobile operators.

In each of these cases, ChoiceStream [RealRelevance Recommendations](#) will be used to deliver a more relevant customer experience that drives more transactions, more frequent visits, and greater brand loyalty. All of these customers are deploying ChoiceStream’s [recently announced SaaS-based solution](#) which delivers the company’s proven personalization technology as an easy-to-implement, low-cost offering. ChoiceStream RealRelevance Recommendations can be leveraged on [eCommerce](#) or [Media & Entertainment](#) Web sites, TV and mobile devices, as well

as in email or direct mail communications, call centers, and in-store kiosks. For more information on how ChoiceStream RealRelevance can create measurable results for [Retail](#) and [Media & Entertainment](#), visit [ChoiceStream today](#).

About ChoiceStream, Inc.

[ChoiceStream](#) is the premier personalization service provider for the world's largest e-retail, entertainment, TV and mobile brands, including Overstock.com, Comcast, Borders, Blockbuster, AT&T, and Yahoo!, Recently named the company with the "deepest experience" and the "largest and longest-standing of the 'pure-play' personalization engines" by a leading independent research firm, ChoiceStream enables customers to put the right content and products in front of the right people at the right time to maximize the value of every interaction with consumers.

###

Kyle Austin
Racepoint Group, Inc.
781-487-4603
kaustin@racepointgroup.com

Lori Trahan
ChoiceStream, Inc.
617-498-7856
ltrahan@choicestream.com

ChoiceStream, Inc.

210 Broadway, 4th Floor

Cambridge, MA 02139

617.498.7800

www.choicestream.com