

N2N COMMERCE SELECTS CHOICESTREAM'S REALRELEVANCESM PERSONALIZATION FOR PLATFORM INNOVATION ECOSYSTEM

Cambridge, Mass. – July 23, 2007 – ChoiceStream, the leading provider of personalization solutions, today announced that n2N Commerce, provider of the first cross-channel on-demand commerce platform designed for large multi-channel retailers, has selected ChoiceStream to provide personalization technology to its platform, become a key member of n2N's Platform Innovation Ecosystem, and become a founding member of n2N's Advanced Innovation Team. With ChoiceStream's RealRelevanceSM personalization, n2N Commerce will enable retailers to deliver a fully personalized shopping experience to each consumer with relevant product recommendations based on consumers' individual tastes and preferences.

n2N Commerce selected ChoiceStream's RealRelevance Platform to provide personalized product recommendations based on its proven ability to increase sales conversion, average order size and repeat visits for clients like Blockbuster, Overstock.com and eMusic. The n2N platform will implement this patent-pending technology throughout the shopping process to deliver dynamic one-to-one merchandising capabilities to large multi-channel retailers.

“By implementing ChoiceStream's personalization in our cross-channel on-demand platform for retailers, we are providing our customers and their customers the most personalized, relevant online shopping experience possible,” said Ruben Pinchanski, founder and CEO of n2N Commerce. “Our unique architecture, coupled with ChoiceStream's innovative personalization capabilities, has allowed us to create a powerful solution that will transform how large retailers conduct their cross-channel merchandising operations.”

n2N Commerce has announced that market leader Victoria's Secret Direct will be the first customer to implement this innovative platform. Victoria's Secret Direct will begin to power its \$1.4 billion annual business with n2N's-platform later this year.

“We are thrilled to partner with n2N Commerce to offer large multi-channel retailers—like Victoria’s Secret Direct—the ability to cater to each of their consumers with personalized product recommendations throughout the online retail environment,” said Steve Johnson, president and CEO of ChoiceStream. “n2N’s cross-channel platform is a first for the industry and it will allow retailers and consumers alike to fully reap the benefits of one-to-one merchandising across the entire shopping experience.”

The ChoiceStream Advantage

ChoiceStream’s RealRelevance personalization is the only system of its kind to profile both people and products. ChoiceStream automatically classifies the products it recommends and learns from people’s interactions with those products to better understand each consumer’s unique tastes and preferences. The system also incorporates trends, popularity, related affinities, and other insight gleaned from the 100+ million users in the ChoiceStream Consumer Preference NetworkSM. This rich, knowledge-based approach enables ChoiceStream to learn about a consumer quickly and accurately, avoiding ‘out-in-left-field’ results that can undermine consumers’ faith in a recommendation service. In addition, ChoiceStream easily copes with new, frequently-changing merchandise, resolving the ‘cold start’ problem that afflicts older personalization approaches like collaborative filtering. Through its high-performance technology, ChoiceStream provides personalized guidance and discovery for millions of consumers and produces high impact, measurable business results for today’s biggest brands.

About n2N Commerce

n2N Commerce is the industry’s first cross-channel on-demand eCommerce software solution designed for large multi-channel retailers. n2N Commerce opens a new era for large multi-channel retailers -- an era of innovation, cost- containment, and channel synchrony. n2N is uniquely constituted to continuously innovate and deliver unprecedented value to large multi-channel retailers. As the only solution provider exclusively focused on the needs of large retailers, n2N Commerce offers an inherently multi-channel, multi-site, multi- catalog direct-to-consumer platform that is highly scalable and reliable, and architected for ongoing competitive advantage.

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 RealRelevanceSM platform restores control to consumers by delivering personally relevant choices when and where they want them. 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.

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