

PERSONALIZATION LEADER CHOICESTREAM EXPANDS EXECUTIVE TEAM

Seasoned Sales, Marketing and Services Executives Chosen for Experience Building Market-Leading Software Companies

CAMBRIDGE, Mass. – July 18, 2007 – ChoiceStream, Inc., the world's leading personalization solution provider, today announced the appointment of three new executives to its leadership team. The leadership team additions come at a time of unheralded growth for the company that powers the recommendations and product discovery for more than 100 million consumers daily. Toffer Winslow, Executive Vice President of Sales & Marketing; Bob Hiss, Senior Vice President of Professional Services and Operations; and Steve Mullen, Vice President of Sales – North America are joining ChoiceStream's management team and will play key roles in defining and executing the company's growth strategy.

"Over the past 12 months, demand for personalization has grown dramatically as online, mobile and TV services look for new and creative ways to differentiate themselves and drive revenue," said Steve Johnson, CEO of ChoiceStream. "Toffer Winslow, Bob Hiss and Steve Mullen are proven executives who have the experience, drive and management acumen to enable ChoiceStream to take advantage of this extraordinary opportunity and raise our company to the next level."

Toffer Winslow brings extensive experience in marketing, strategic selling, business development, customer relationship-building and product management to ChoiceStream. In his role as Executive Vice President of Sales and Marketing, Toffer is responsible for significantly expanding the sales and marketing organizations to meet the exploding demand for ChoiceStream personalization products, including the recently announced ChoiceStream RealRelevancesm Video Suite 2.0. Prior to joining ChoiceStream, Toffer was the Vice President of Product Management and Product Marketing at RSA, The Security Division of EMC, where he led strategic planning, partner development and product strategy for the division's largest business unit. Before RSA, Toffer led product management, marketing and business development for the largest business unit of Empirix, an innovative provider of application test and performance management solutions.

Previously, Toffer was a partner at a leading e-business integrator, vice president of marketing at a pioneering Java development platform start-up, and a consultant with Monitor Group, a top-tier strategy advisory firm. He is a graduate of the Harvard University Graduate School of Business Administration and an Honors graduate in political science from the University of British Columbia.

"The market opportunity for personalization is large and quickly expanding, and ChoiceStream is uniquely positioned to own the space," said Toffer Winslow. "The company's combination of deep market knowledge, technical expertise, and customer successes provides a strong platform on which to drive rapid growth and further extend their leadership. I'm thrilled to be joining ChoiceStream and am looking forward to working with the team here to continue to build a great company."

Also joining ChoiceStream is Robert G. Hiss, who will serve as the company's Senior Vice President of Professional Services and Operations. Bob brings more than 25 years of professional experience to ChoiceStream, having performed a broad range of roles including executive management, sales, marketing, support, programming and product management. Prior to joining ChoiceStream, Bob was founder and CEO of Get Back Software, LLC, maker of PostwareTM software, a product he architected and patented. Before Get Back, Bob served as

president & CEO of MarketSoft Corporation, a leading provider of Enterprise Marketing Management software. Bob's re-positioning of the company achieved cash flow positive results and led to the successful sale of the company to Unica Corp. in 2005.

Prior to joining MarketSoft, Bob spent 17 years with Andersen Consulting. During engagements, Bob sold and managed multi-million dollar projects and led business process reengineering initiatives for some of the most advanced Customer Relationship Management systems in the world. Bob earned a bachelor's degree in industrial and operational engineering from the University of Michigan.

Steve Mullen joins ChoiceStream as Vice President of North American Sales after 20 years as a technology sales executive and manager for a broad range of businesses including ATG; Bitform, which Steve helped found; and most recently, Inxight, where he successfully negotiated multi-million dollar deals leading the global OEM and enterprise teams to the point of the company's recent sale to Business Objects. Prior to joining Inxight, Steve was a principal and Vice President of Business Development of Bitform, a content security component company which was sold to Stellent in 2006. Throughout his career, Steve has built OEM relationships with many of the industry's leading software developers, including Google, IBM, Microsoft, Oracle, SAP, Symantec and Yahoo!, among others. Steve holds a bachelor's degree in communications from George Mason University.

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.

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