

**CHOICESTREAM DELIVERS PERSONALIZATION VISION AND CALL TO ACTION  
FOR CONTENT PROVIDERS IN THE AGE OF THE NEW CONSUMER**

***NOW Consumer*<sup>™</sup> treatise addresses new breed of individual  
seeking choice and control in a super-connected world**

Cambridge, Mass. — August 14, 2006 — ChoiceStream, Inc., the leading provider of personalization solutions for online entertainment services, e-retailers, TV and mobile providers, today announced the availability of the *NOW Consumer* treatise, an in-depth look at the role of personalization in the era of media overload and consumer demand for choice and control on all three screens—TV, computer and mobile.

“With access to a superabundance of choice daily, today’s consumers have become empowered and overwhelmed at the same time,” said Steve Johnson, CEO, ChoiceStream. “Consumers now expect their trusted content providers to help them find personally relevant content based on their unique tastes and preferences. By managing abundance, assuring discovery, and restoring control to the busy, on-the-go consumer, businesses are rewarded with unyielding loyalty.”

ChoiceStream RealRelevance<sup>™</sup> delivers a personalized experience to millions of NOW Consumers every day. Relied on by today’s leading brands, including Yahoo!, AOL, Movielink and Akimbo, ChoiceStream helps companies provide the content, products and community their consumers care about on their preferred screen – computer, TV or mobile – anytime, anywhere.

To view the *NOW Consumer* treatise and learn about personalization solutions for individuals and content providers, please visit the ChoiceStream Web site at [www.choicestream.com](http://www.choicestream.com).

**About ChoiceStream, Inc.**

ChoiceStream is the first and only personalization solution for the *NOW Consumer™*. In an era of information overload, ChoiceStream's Real Relevance™ restores control to the consumer by selecting and delivering preferred content when and where they want it. ChoiceStream's RealRelevance™ offers consumers access to their favorite music, movies, news, sports, and consumer products to all of their personal devices—whether computer, TV or mobile device—synchronously. For consumers, ChoiceStream delivers on the promise of instant gratification. For content providers, including AOL, Yahoo! and Akimbo, ChoiceStream offers the power of ultimate consumer satisfaction in return for a lifetime of unyielding brand loyalty.

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