

## CHOICESTREAM® AND POWERREVIEWS™ ANNOUNCE PARTNERSHIP TO HELP RETAILERS DRIVE SALES THROUGH HIGHLY RELEVANT RECOMMENDATIONS

**San Francisco, CA, June 3, 2008** – [ChoiceStream, Inc.](#), the premier personalization service provider, and [PowerReviews](#), the Internet's most comprehensive developer of customer review solutions for retailers and their shoppers, today announced a partnership to allow retailers to offer relevant content and recommendations to shoppers.

With clients like Blockbuster, Overstock.com and Borders, ChoiceStream's fully-hosted service delivers personalized recommendations based on each consumer's preferences, and shopping intentions to increase sales conversion, boost average order size, and drive incremental sales. ChoiceStream analyzes users' shopping behavior and merchants' catalogs, as well as the context in which recommendations will be displayed, to target automated, [personalized product recommendations](#), including cross-sells, up-sells and next-sells to each consumer.

The PowerReviews technology platform for collecting, organizing, structuring and moderating relevance-based reviews helps online retailers significantly leverage customer reviews and boost their sales by giving shoppers access to the most meaningful reviews from people just like them. The user-generated content and community drives the highest sales uplift in the industry.

"We are thrilled to partner with PowerReviews and look forward to offering retailers a joint solution that leverages customer review data and relevant product recommendations to shoppers," said [Toffer Winslow](#), EVP of ChoiceStream sales and marketing. "Consumers are strongly influenced by product feedback from their peers, and we believe presenting customer ratings alongside relevant product recommendations will significantly increase sales conversions for today's e-retailers."

"We are excited to have ChoiceStream as a partner in our continued efforts to help shoppers find the right products for them," said [Jay Shaffer](#), VP of sales and marketing for PowerReviews. "Our combined technologies enable retailers to make highly relevant product recommendations to their shoppers."

### **About ChoiceStream, Inc.**

ChoiceStream ([www.choicestream.com](http://www.choicestream.com)) is the premier hosted personalization service provider for the world's largest e-retail, entertainment, TV and mobile brands, including Comcast, Borders, AT&T, DirecTV, Blockbuster, Yahoo!, and Overstock.com. Named the company with the "deepest experience" and the "largest and longest-standing of the 'pure-play' personalization engines" by Forrester Research, ChoiceStream enables customers to put the right products in front of the right shoppers at the right time to maximize the value of every interaction with their consumers. ChoiceStream can recommend all types of merchandise—from apparel to electronics to entertainment content—and can be delivered via any medium, including the desktop, mobile devices, the TV set-top, and call centers. That means customers can invest in one hosted personalization service for all their business needs.

### **About PowerReviews**

PowerReviews (<http://www.powerreviews.com>) provides customer reviews and social merchandising solutions to multi-channel retailers and their shoppers. Our technology platform for collecting, organizing, structuring and moderating relevance-based reviews helps online retailers significantly boost their sales. PowerReviews' user-generated content and community drives the highest sales uplift in the industry, and in addition to working with more than 260 online retailers, including Staples, Toys "R" Us, REI, Ritz Camera, Walgreen's, Diapers.com and The Sports Authority, we have also launched our own shopping portal, Buzzillions ([www.buzzillions.com](http://www.buzzillions.com)). The company is based in San Francisco and is backed by Lehman Brothers Venture Capital Partners, Menlo Ventures and Draper Richards.

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