

## **CHOICESTREAM ANNOUNCES REALRELEVANCE<sup>SM</sup> RETAIL SUITE;**

Solution Drives Faster Conversions, Larger Orders and Greater Customer Loyalty  
For Today's Leading Retailers

**CAMBRIDGE, Mass.— September 18, 2007** ChoiceStream, the world's leading provider of personalization solutions, today announced the availability of the ChoiceStream RealRelevance Retail Suite, the first automated, one-to-one merchandising solution for retailers seeking to drive faster conversions, larger orders and greater loyalty by delivering a uniquely relevant experience to each shopper across the customer lifecycle.

"Forward thinking retailers understand that fully monetizing their customer relationships requires them to deliver a deeply personalized shopping experience," said Toffer Winslow, Executive Vice President, Sales & Marketing, ChoiceStream, Inc. "ChoiceStream's RealRelevance Retail Suite is the field-proven answer for retailers who want to drive additional revenue through targeted product recommendations at all stages of the shopping experience, both online and in the contact center."

The RealRelevance Retail Suite provides highly accurate, personalized product recommendations based on each consumer's preferences, shopping intentions and purchase history. ChoiceStream's RealRelevance technology is currently deployed by leading e-retailers, including Overstock.com, Blockbuster, n2N and Borders, which announced today the selection of [ChoiceStream to power the Borders.com eCommerce site to launch in early 2008.](#)

"Providing a relevant shopping experience that delivers convenience and value to your customers is a time-honored retail strategy that has helped Borders succeed over the years. However, with more consumers shopping online, Borders' challenge is to re-create that personalized experience on the Web. ChoiceStream is the only personalization system that models the helpful, in-store clerk who helps you find the perfect book, DVD or gift, and enables Borders to build rich customer relationships across all of our touch points," said Kevin Ertell, vice president of e-business at Borders Group, Inc. "Borders chose ChoiceStream because of its unique, proven ability to deliver product recommendations tailored to each consumer's interests and shopping intentions."

ChoiceStream RealRelevance Retail Suite product recommendations are based on each shopper's preferences combined with a deep understanding of retail merchandising and the insight gleaned from the consumption profiles of the 100+ million users in the ChoiceStream Consumer Preference Network<sup>SM</sup>. It's this unique, attribute-based approach that enables ChoiceStream to automatically deliver the most accurate recommendations available.

And ChoiceStream can extend that personalized experience across all of a retailer's channels including the call center, direct marketing, and in-store kiosks, allowing retailers to link offline and online transactions and give every customer interaction a 'personal touch.'

ChoiceStream's unique approach has been proven in some of the world's largest sites and services, enabling our customers to:

- Drive 250% more sales per visit;
- Increase session length by up to 240%;
- Improve customer acquisition by 30%.

ChoiceStream RealRelevance Retail Suite is comprised of the Personalized Store, Personalized Direct Marketing and Personalized Call Center products.

The ChoiceStream Personalized Store delivers the highest quality product recommendations available, reflecting consumers' interests as well as their purchase intent. That's because ChoiceStream understands both individual shoppers as well as the characteristics of the merchandise being recommended, and can translate that dual insight into personalized, one-to-one merchandising—even for first-time shoppers with no purchase history.

ChoiceStream Personalized Direct Marketing brings the power of the ChoiceStream Personalized Store to retailers' print and email direct marketing campaigns. By using the same personalization engine across all of their consumer touch points, they will deliver consistent one-to-one merchandising that drives higher conversion rates and keeps shoppers coming back.

ChoiceStream Personalized Call Center leverages the one-to-one merchandising and marketing power of ChoiceStream Personalized Store to offer personalized product and promotion recommendations based on each shopper's individual needs and preferences. With ChoiceStream, retailers' CSRs will deliver personalized cross-sell, next-sell, and out-of-stock suggestions that truly resonate with shoppers.

The Retail Suite is the first of its kind to be offered as an enterprise software solution or a fully hosted Web service, providing an easily integrated product designed for flexible deployments.

### **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 RealRelevance<sup>SM</sup> 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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