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ChoiceStream Appoints Mark Gallagher Chief Financial Officer

Cambridge, Mass., March 23, 2006 – ChoiceStream®, Inc., the leading provider of personalization solutions for online entertainment services, e-retailers, TV and mobile providers, announced the appointment of Mark Gallagher as Chief Financial Officer. With more than 20 years of corporate finance experience in the software industry, Gallagher will lead ChoiceStream’s financial operations and play an essential role in the company’s growth strategy.

“ChoiceStream is growing and that will continue in 2006 and beyond,” said Steve Johnson, CEO of ChoiceStream. “Mark’s 20 years of experience position him to play a vital role in helping ChoiceStream capitalize on this period of market expansion. We’re thrilled to bring a professional of his caliber on board to help guide ChoiceStream through this exciting time of opportunity and growth.”

Prior to joining ChoiceStream, Gallagher served as CFO of Yantra Corporation, a leading provider of supply chain software for distributed commerce management. While at Yantra Corporation, Gallagher proposed and managed programs that cut costs and increased revenues. Gallagher managed the company’s sale to Sterling Commerce in January 2005. Gallagher also served as Senior Vice President, Finance and Administration, CFO and Treasurer at Parametric Technology Corporation over the course of seven years. At Parametric, he managed the successful growth of the company in revenue - from zero to \$400 million - and in employees - from 40 in a single office to 2,200 people spread throughout 23 countries. In addition, Gallagher oversaw its highly successful IPO in 1989.

“ChoiceStream presents a very exciting opportunity,” said Gallagher. “The market is growing rapidly and personalization is becoming a core business requirement for companies interacting with consumers online, on TV or on mobile phones. ChoiceStream is taking off and quickly

becoming the first call marketers make in their search for delivering a relevant experience to consumers. I look forward to working with Steve, the executive team and staff to meet this exploding demand and help grow the company.”

Gallagher also held senior finance positions at Formation Systems and M/A-COM. He is a graduate of Babson College.

About ChoiceStream

ChoiceStream, the leading personalization solutions provider, delivers real relevance to consumers and real results to businesses providing services online, on TV and on mobile devices. Relied on by the world’s largest networks, including AOL and Yahoo!, ChoiceStream’s patent-pending personalization solutions and expert client services build brand, increase retention and drive profitability by automatically delivering the most relevant content and products to each consumer. For more information, please visit www.choicestream.com.