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**ChoiceStream to Present the Power of Personalization
at the 2006 NCTA National Show in Atlanta**

Cambridge, Mass., April 6, 2006 — ChoiceStream, Inc., the leading provider of personalization solutions for online entertainment services, e-retailers, TV and mobile providers, announced that Steve Johnson, CEO, will discuss personalization technology's impact on the cable industry during the National Cable & Telecommunications Association's (NCTA) 2006 National Show in Atlanta next week. The Spotlight Session will be held on Monday, April 10, 2006, at 11:15 a.m. in Room B407 of the World Congress Conference Center.

During his presentation, Johnson will discuss ChoiceStream's award winning technique of delivering a highly relevant experience to cable and broadband subscribers. ChoiceStream's RealRelevance™ Solutions drive personalized entertainment recommendations, one-to-one merchandising, targeted promotions and direct marketing to consumers for major online, cable and mobile companies. These solutions are proven to drive revenue for ChoiceStream's clients as consumers discover the value of using the *'service that knows me.'*

The National Show, the annual showcase that unites the cable telecommunications industry for three concentrated days of networking, learning and collaboration, is taking place at the Georgia World Congress Conference Center in Atlanta, GA from April 9-11, 2006.

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 RealRelevance™ 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.