

**CHOICESTREAM TAPS FORMER EPIPHANY EXECUTIVE FOR SENIOR  
VICE PRESIDENT OF SALES, NORTH AMERICA**

*George Wright to Lead Company's TV, Online and Mobile Market Expansion*

**Cambridge, Mass. — July 19, 2006** — ChoiceStream, Inc., the leading provider of personalization solutions for online entertainment services, e-retailers, TV and mobile providers, today announced that George Wright has been named senior vice president of sales, North America. Wright brings more than 22 years of sales and operations management experience in the high-tech sector to the newly created position. He will manage and expand ChoiceStream's sales operations as it looks to effectively service the growing demand for personalization solutions from the online, TV and mobile markets.

"George's appointment ensures ChoiceStream's tremendous growth and success will continue as we deliver the power of personalization to businesses looking to reach today's consumer on the right screen – PC, TV or mobile – at the right time," said Steve Johnson, CEO of ChoiceStream. "George's experience developing strategic win-win partnerships with customers, combined with his proven ability to lead sales organizations with high standards of excellence, make him a valuable addition to our core management team. This announcement emphasizes just how exciting and momentous this time is for ChoiceStream."

Wright was Senior Vice President & General Manager of World Wide Field Operations for Epiphany Inc., a leading provider of customer relationship management (CRM) software solutions where he oversaw day-to-day operations of sales, renewals, professional services and education. After joining Epiphany in 1998, Wright helped grow revenue from zero to \$230 million in three years. Additionally, George led Epiphany to its first profitable quarter and IPO in 1999.

Wright most recently served as senior vice president and general manager at SAP America, Inc and is a veteran of both Oracle Corporation and Netscape Communications Corporation. Wright earned a bachelor's degree in business from the State University of New York, Plattsburgh.

“ChoiceStream has shaped personalization into a *must have* for consumer brands looking to build loyalty in today’s competitive content delivery environment,” said Wright. “ChoiceStream is the only personalization solution that delivers relevant content to consumers—when and where they want it—whether on their PC, TV or mobile screen. I’m thrilled by the opportunity to expand sales operations in multiple markets for a company that delivers real value to its clients and consumers.”

**About ChoiceStream**

ChoiceStream is the first and only personalization solution for the *NOW Consumer™*. In an era of information overload, ChoiceStream’s RealRelevance™ 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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