



**CHOICESTREAM® JOINS ENDECA EXTEND PARTNER PROGRAM TO INTEGRATE
PERSONALIZED PRODUCT RECOMMENDATIONS INTO ENDECA-POWERED SITES**

*Integration of ChoiceStream RealRelevance® Recommendations and Endeca Empowers Customers
to Increase Conversions and Order Size by Personalizing the Retail Experience*

Cambridge, MA – June 8, 2009 – [ChoiceStream](#), the premier personalization service provider for the world’s largest brands including Tesco, Overstock.com, Borders, Blockbuster, Yahoo!, and AT&T, today announced that it has joined the Endeca Extend partner program to help customers quickly and easily integrate personalized product recommendations directly into Endeca-powered sites. Through plug-and-play modules, called cartridges, ChoiceStream can plug directly into the user experience using Page Builder, a component of the [Endeca Commerce Suite](#) and the [Endeca Publishing Suite](#). Through the innovative Endeca Extend program, ChoiceStream now offers Endeca customers the ability to easily integrate personalized product recommendations into site search, navigation and merchandising to fully engage consumers and draw them deeper into a site to increase clickthrough, conversion and order size. (For additional information on the Endeca Extend Partner Program, see [today’s related release](#).)

“We’re very excited to partner with ChoiceStream to make it easy for our customers to take advantage of ChoiceStream’s award-winning personalized product recommendations to create superior sites and grow their businesses,” said John Andrews, vice president, Industry Solutions for Endeca. “For Endeca Extend, we want to make sure we are offering our customers the best solutions the industry has to offer. Like Endeca, ChoiceStream works with some of the largest and best-known retail brands and is a great addition to our program. We look forward to working closely with ChoiceStream for years to come.”

As a certified member of Endeca Extend, ChoiceStream can empower retailers to dramatically improve site search, navigation and merchandising through rich, relevant product recommendations on landing pages and throughout their sites. This results in faster time to outstanding sites with higher conversion rates and order sizes.



“Through Endeca Extend, the company is taking an important step, enabling their customers to quickly and easily integrate complementary best-of-breed technologies into their sites,” said Lori Trahan, of ChoiceStream. “We’re proud to have been chosen as an inaugural partner for the program and are excited about the opportunity to work with Endeca to extend a more relevant shopping experience to more consumers.”

About ChoiceStream, Inc.

[ChoiceStream](http://www.choicestream.com) delivers dynamic, personalized product recommendations and display ads that increase purchases and customer engagement for today's biggest brands, including Overstock.com, Tesco, Borders, Blockbuster, AT&T, and Yahoo!. Recently named the company with the “deepest experience” of the ‘pure-play’ personalization engines” by a leading independent research firm, ChoiceStream enables retailers to put the right content and products in front of the right people at the right time to maximize the value of every interaction with consumers. For more information, visit www.choicestream.com.

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