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ChoiceStream Named One of the Best Places to Work in Massachusetts

Cambridge, Mass., May 10, 2005 – Boston Business Journal has named ChoiceStream®, Inc., the leading provider of personalization solutions for online consumer services, one of the Best Places to Work in Massachusetts in its third annual awards program. The award recognizes the company's achievements in creating a positive work environment – one that attracts and retains employees by providing excellent working conditions and a company culture where individuality and innovation can thrive.

Cambridge, Mass.-based ChoiceStream was one of more than 240 companies to qualify for consideration, including companies such as Comcast, Genzyme, and Bright Horizons Family Solutions. ChoiceStream made the top 20 list in its size category based on the results of employee-satisfaction surveys taken throughout the spring. The final ranking, including the top company in each category, will be announced on June 22.

"We're thrilled to be recognized as one of the best places to work in Massachusetts," said Steve Johnson, CEO of ChoiceStream. "The *Boston Business Journal's* Best Places to Work award is a testament to the terrific team we've assembled and it demonstrates our strong commitment to creating an environment where people are motivated to do their best and really feel supported in their efforts. It also comes at a great time in the history of our company. As we embark on launching a series of exciting new products and significantly grow our business, it reminds us of what a team effort this really is and the importance of creating a positive place to come to work every day."

"For the third year in a row, our results validate how the creation of the right corporate culture can create powerful business advantages," said George Donnelly, Boston Business Journal editor. "Employees are proud to work for companies that are about more than just business."

The survey project itself was launched in January by the *Boston Business Journal* in conjunction with market research firm QMR Inc. of Wichita, Kan. Thousands of Massachusetts companies were contacted by e-mail and fax announcements, phone calls, as well as advertisements in the paper and on the *BBJ's* Web site.

Companies were evaluated on the results of more than 18,000 employee-satisfaction surveys. Employees answered questionnaires that addressed such factors as: their pride in the company, company encouragement, support and recognition of achievement, and relationships with co-workers and supervisors. The results were analyzed and scored by assigning points to each question.

“Accommodating employees’ personal needs pays back dividends of loyalty and productivity,” noted *BBJ* publisher Mike Olivieri. “The companies on our list recognize that their commitment to employees is especially important as the economy strengthens and competition for talent continues to grow. The Best Places to work are all winners because they acknowledged that the care of their employees is instrumental in maintaining the quality and reputation for services and products.”

About ChoiceStream

ChoiceStream develops personalization solutions for online consumer services, search services, e-retailers and iTV providers. Relied on by the world’s largest online services providers, including Yahoo! and AOL, ChoiceStream’s patent-pending technology helps companies increase retention and drive sales by automatically delivering the most relevant content and products to each consumer. For more information, please visit our Web site at www.choicestream.com.