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**Yahoo! Movies Premieres Personalized Movie Recommendations, Powered by  
ChoiceStream**

**Santa Monica, CA and Cambridge, MA - May 25, 2005** - Brought to you by Yahoo! (Nasdaq: YHOO), there is now a better way for consumers to find movies they'll like before heading to the theater or popping in a DVD. Announced today, Yahoo! Movies is providing personalized movie recommendations, a free service that gives fans movie recommendations based on their individual preferences, as well as allows people to tap into ratings and reviews of others to make informed movie choices. Yahoo! Movies recommendations are powered by ChoiceStream®.

"Yahoo! Movies has provided the most popular and comprehensive movie site for consumers for more than five years, offering showtimes, ticketing options, reviews, trailers, exclusive clips and detailed coverage of films from pre-production through DVD," said Doug Hirsch, general manager of Yahoo! Entertainment. "By bringing together the reviews and recommendations of millions of movie fans with exciting new personalized recommendations technology, Yahoo! Movies has the most comprehensive information available to help folks make the best movie-going decisions possible."

"We're delighted to provide personalized recommendations for one of the most popular areas of Yahoo! Entertainment," said Steve Johnson, founder and CEO of ChoiceStream. "Yahoo! earned its success based on dedication to continual improvement of the consumer experience. Truly personalizing that experience and making it as relevant as possible for each consumer is a significant step forward and we're very excited to be involved."

To use the new service, consumers simply go to the My Recommendations tab within Yahoo! My Movies (<http://movies.yahoo.com/recommendations>) to receive personalized recommendations for both current and past films to check out in theaters, on TV or on DVD/video. Consumers can also read reviews and recommendations from other fans with similar tastes in movies to aid even further discovery.

More specifically, Yahoo! Movies fans receive:

- Personalized recommendations for movies in local theaters they are likely to enjoy, with one-click access to local showtimes and online ticketing;
- Personalized recommendations for upcoming movies appearing on TV based on a consumer's individual TV channel lineup;
- Personalized lists of DVDs/videos to buy and tight integration with Yahoo! Shopping, making it easy for users to find movies to watch at home; and
- Ratings and reviews from other Yahoo! Movies users who share a similar taste in movies, making it even easier for users to discover movies they'll love and taking the concept of community-building and buddy-matching to an entirely new level.

### **ChoiceStream Chosen for Unparalleled Quality**

A key reason Yahoo! chose ChoiceStream is because of ChoiceStream's proven ability to provide appreciably more relevant and more accurate recommendations than other personalized recommendations services. ChoiceStream's intelligent consumer preference models power these high-quality results. The models combine a deep understanding of movies and the characteristics that drive consumers' movie choices with proven methods for accurately discovering each individual's preferences, enabling even first-time visitors to receive accurate, useful recommendations.

In recent tests conducted by ChoiceStream, ChoiceStream has been proven to deliver:

- Three times greater relevance: ChoiceStream personalized recommendations are proven to be at least three times more relevant than content from other solutions, including item-based collaborative filtering. This greater relevance creates a substantially better consumer experience – increasing both usage and retention – by surrounding users with content, products and even other users that interest them.
- Up to 2.5 times the breadth: ChoiceStream personalized recommendations can also offer users access to hundreds of thousands more choices by reaching much deeper into inventory – 2.5 times deeper than other technologies – for content to recommend. Greater variety improves the consumer experience and directly impacts the retailer's bottom line by surfacing profitable back-catalog and other 'long tail' inventory for users who might not otherwise be exposed to it.

### **About Yahoo! Entertainment**

Consistently ranked as one of the Web's most popular entertainment destinations, (ComScore/Media Metrix), Yahoo! Movies, TV and Entertainment are the most comprehensive entertainment destinations on the Internet, providing fans with TV listings, movie showtimes, advanced online ticketing, DVD release information, reviews and previews for all current films and television shows, with a database of over 100,000 feature film and television titles.

### **About ChoiceStream**

ChoiceStream is the leading developer of personalization solutions for retailers, online consumer services, and search services. Relied on by the world's largest online services providers including Yahoo!, 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](http://www.choicestream.com).

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