

## FOR IMMEDIATE RELEASE

Brian Merrill  
fama PR  
617-758-4146  
brian@famapr.com

Sara Fraim  
MITX  
617-227-2822 x203  
sara@mitx.org

### CHOICESTREAM WINS PRESTIGIOUS 2005 MITX TECHNOLOGY AWARD

#### Personalization Innovator Credited with Best Customer Relationship Application

**Cambridge, MA (June 14, 2005)** - ChoiceStream announced today that it has won the 2005 MITX Technology Award for Customer Relationship technology. The MITX Technology Awards, produced by the Massachusetts Innovation & Technology Exchange, recognize innovative technologies developed in the New England area, as well as the individuals and organizations responsible for driving these advancements.

"We're very excited and honored to be recognized as an industry leader in customer relationship applications," said Steve Johnson, president and CEO of ChoiceStream. "Winning this prestigious award validates our innovative approach to personalization – an approach that provides a uniquely rewarding and engaging online experience for consumers. By helping our customers engage their consumers, we help them build brand loyalty and drive incremental revenue – critical success factors in today's competitive online economy."

#### ChoiceStream Chosen for Superior Quality and Measurable Results

ChoiceStream was selected for its ability to deliver true, one-to-one personalization that consistently delivers dramatically higher sales conversion, clickthrough rates, upsell conversion, and overall consumer satisfaction. Since 2003, ChoiceStream has powered personalization for some of the world's largest sites and services, including AOL and Yahoo!, achieving measurable business results, such as 600% increases in clickthrough and 30% higher sales conversions, among other important metrics.<sup>1</sup>

ChoiceStream's ability to deliver these results is based on its unique approach to personalization. ChoiceStream combines a deep understanding of areas like music, movies, and shopping with patent-pending methods for learning consumers' preferences and then matching consumers with the content and products that will interest them. The result is a fully personalized online experience in which consumers are surrounded by the content, commerce and community they care about.

The Awards were presented on June 8th, at a ceremony at the Four Seasons Hotel attended by 200 of the region's top technology and business professionals. Additional award honorees included Ronald L. Rivest, Professor of Electrical Engineering and Computer Science at MIT, who was awarded the 2005 Lifetime Achievement Award. For a full list of winners go to [http://www.mitx.org/technologyawards/finalists\\_winners.aspx?year=2005](http://www.mitx.org/technologyawards/finalists_winners.aspx?year=2005)

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<sup>1</sup> Sources: ChoiceStream clients and benchmarking of client deployments.

“For the second straight year we were able to assemble the region’s top technology minds into one room and honor those individuals and companies whose achievements were truly exceptional,” said Kiki Mills, Executive Director of MITX. “The volume and quality of companies that submitted this year is really a testament to the evolution and continued growth that this region is experiencing in innovative and exciting technologies.”

The 2005 MITX Technology Awards were sponsored by Backbone Media, Bank of America, Deloitte and Nixon Peabody LLP. Media Sponsors included Technology Review, IT World, and Robotics Trends.

### **About ChoiceStream**

ChoiceStream delivers personalization solutions for entertainment, TV, retail, portal and search services. Relied on by the world’s largest online service providers, including AOL and Yahoo!, ChoiceStream’s patented personalization and expert client services help companies build brand, increase retention and drive profitability by automatically delivering the most relevant content and products to truly engage each and every consumer. For more information, please visit our Web site at [www.choicestream.com](http://www.choicestream.com).

### **About MITX**

The Massachusetts Innovation & Technology Exchange (MITX) accelerates business opportunities and professional development for those who seek to create business advantage through the innovative application of technology and services. Serving more than 2,500 members from multiple industries including Internet, nanotechnology, interactive marketing, healthcare, and financial services, MITX is the region’s premier association for thought leadership, technology trends, building business relationships and professional training and development. MITX also offers its members the chance to promote their companies to targeted audiences through sponsorships, speaking opportunities and networking. MITX is headquartered in Boston. For more information please go to [www.mitx.org](http://www.mitx.org).

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