

INDUSTRY EXPERT TO SPEAK ON THE NEW BROADBAND ADVERTISING PARADIGM

*ChoiceStream VP Daren Gill Addresses the Marriage of Personalization Technology,
Advertising and Consumer Broadband Content Delivery at CES 2007*

Cambridge, Ma. – January 5, 2007 – ChoiceStream, the leading provider of personalization solutions for online entertainment services, e-retailers, TV and mobile providers, today announced that Daren Gill, Vice President of Business Development, Entertainment, will address the future of personalized advertising delivery and the broadband content experience as part of Digital Hollywood at the 40th Annual International Consumer Electronics Show 2007.

Gill will participate in the panel, “Broadband Advertising: The Power Surge – Video, PODs, Social Networks, Links & Banners - Entertainment, Digital Publishing, Communities and Search Engines Emergence,” a unique look at the merge of content and commerce and the role of the consumer in personalized advertising delivery . Attendees will discover how the proliferation of broadband use in the home, office and through mobile technologies has led many brands to redefine their consumer outreach to adopt a more individual-centric approach.

“Broadband penetration has changed the way individuals consume the information they crave,” said Gill. “Now that content is available whenever and wherever – the next step is for brands to deliver a more targeted, relevant experience to the consumer and this includes a more personalized delivery of advertising.”

Daren Gill serves as Vice President of Business Development, Entertainment for ChoiceStream. In his role, he focuses on sales and business development in the entertainment industry’s personalized distribution of music, movies, games and TV content. Gill works closely with ChoiceStream’s digital entertainment customers including DIRECTV, Blockbuster, Yahoo! Movies, Movielink, Akimbo and eMusic to ensure that their consumers are experiencing a truly personalized and relevant entertainment experience.

Prior to ChoiceStream, Gill served as Senior Vice President of Marketing for MusicMaker.com (NASDAQ: HITS), a leading Internet music service, where he managed the worldwide marketing efforts and direct response marketing strategies for album releases by high-profile artists such as Jimmy Page, The Black Crowes and The Who. Before MusicMaker, he was Senior Vice President and COO for Putumayo World Music, a leading world music record label. Gill was also co-founder of Hear Music’s record label, now the voice of music at Starbucks.

Who: Daren Gill, Vice President of Business Development, Entertainment, ChoiceStream.

Where: Las Vegas Convention Center, North Hall, Session C – DH20

When: January 9, 2007 at 3 p.m. PT

To arrange a meeting with Daren at Digital Hollywood at CES, email:
neberle@racepointgroup.com.

About ChoiceStream, Inc.

ChoiceStream is the premier personalization solution for the world's largest entertainment, e-retail, TV and mobile brands, including AOL, Yahoo!, DirecTV and Overstock.com. In today's marketplace of 'superabundance,' ChoiceStream's RealRelevanceSM personalization platform restores control to consumers by delivering personally relevant choices when and where they want it. ChoiceStream's RealRelevance personalization platform accurately presents consumers with their favorite music, movies, news, sports, and products wherever they are: online, using a mobile device, or watching television. For consumers, ChoiceStream's technology delivers on the promise of instant gratification. For content providers, ChoiceStream's solution produces measurable business results and a powerful approach to building lifetime customer loyalty.

Jodi Petrie
Racepoint Group, Inc.
781-487-4692
jpetrie@racepointgroup.com

Phillip Fougere
ChoiceStream, Inc.
617-498-7877
pfougere@choicestream.com

ChoiceStream, Inc.
210 Broadway, 4th Floor
Cambridge, MA 02139
617.498.7800
www.choicestream.com