



CHOICESTREAM ADDS KEY EXECUTIVES



ChoiceStream has added several key executives to their retail advertising and product development teams. Tim Peacock joins ChoiceStream's management team as Vice President of Development. He is a veteran engineer and software developer. He spent eight years at Lotus Development, where he led development of Lotus 1-2-3. He is a graduate of the Massachusetts Institute of Technology. Amy Vener joins from Yahoo! as Director of Retail Advertising Solutions. At the search engine giant, Vener was Senior Director of Retail Category. Rod Perkins joins, also from Yahoo!, as Chief Architect of Ad Products. He was a Distinguished Engineer at Yahoo! He also led Yahoo!'s Digital Home Products as the Senior Director for Product Management. Cambridge, Massachusetts-based ChoiceStream offers pay for performance marketing services for retailers to deliver personalized display advertising and product recommendations. Retailers use ChoiceStream to present relevant products to consumers with the intention of increasing click-through and sales conversion. Clients include Overstock.com, Tesco, Borders, Blockbuster, and AT&T.

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