

PRESS RELEASE
August 15, 2008



Deutsche Messe soon to run Intershop software

- **Several hundred thousands of euros in license revenue plus substantial service contracts for Intershop**
- **Comprehensive expansion of Internet activities planned**

Jena (Germany), August 15, 2008 – Deutsche Messe AG, Germany's best-known and internationally extremely successful exhibition company, is to completely redesign and significantly expand the functionality of its Internet presence based on Intershop's Enfinity Suite 6.

The modern tradeshow portal will be available not only to all subsidiaries, but also for online presentations by individual exhibitors. It will use almost the entire array of standard Enfinity Suite 6 functions, including e-commerce transactions, comfortable content maintenance, and localization as well as the integration of external catalogue content and existing IT systems, internationalization, and globalization. The system will offer maximum failsafe protection and will be constantly expanded once it is launched, both regionally and in terms of its functionality.

Intershop will play a key role in the implementation project and will be responsible for long-term operational support for the tradeshow portal.

"After a thorough evaluation, we are convinced that we have found a standard solution with Enfinity Suite 6 that will meet our requirements to a significant extent," says Marcus Eibach, Divisional Manager, Marketing for Deutsche Messe AG.

About Intershop

Intershop Communications (Prime Standard: ISH2) is a leading provider of comprehensive global e-commerce and online marketing solutions. Founded in 1992, Intershop has a long tradition of driving innovation in e-commerce by automating and simplifying business processes for mid to large-sized organizations. Intershop's Enfinity software suite offers a highly scalable and robust solutions for conducting online business, complemented by all necessary technical and business consulting services. Intershop also acts as a business process outsourcing (BPO) provider, managing all aspects of online retailing, including fulfillment, online marketing and hosting. Around the globe more than 320 enterprise customers, including HP, Sun Microsystems, BMW, and Deutsche Telekom run Intershop solutions. Intershop has offices in the United States, Europe, and Asia. More information about Intershop can be found on the Web at www.intershop.com.

This news release contains forward-looking statements regarding future events or the future financial and operational performance of Intershop. Actual events or performance may differ materially from those contained or implied in such forward-looking statements. Risks and uncertainties that could lead to such difference could include, among other things: Intershop's limited operating history, the unpredictability of future revenues and expenses and potential fluctuations in revenues and operating results, significant dependence on large single customer deals, consumer trends, the level of competition, seasonality, risks related to electronic security, possible governmental regulation, and general economic conditions.

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