

PRESS RELEASE
July 3, 2008



Intershop's online marketing wins EUR 2.5 million order

- **Existing software customer places long-term contract with Intershop's online marketing services**
- **Largest single order to date for e-commerce specialist's online marketing agency**

Jena (Germany), July 3, 2008 – Intershop Communications AG today won its largest ever online marketing order, which is worth EUR 2.5 million and has a term of 36 months. A German-based international specialized mail-order retailer, which has successfully used the Enfinity Suite 6 e-commerce software for several years, has now also opted to use Intershop's online marketing services.

With this order, Intershop Communications Online Marketing GmbH has made a further significant contribution to the continued increase in consolidated revenue and earnings in the current fiscal year, as well as illustrating the synergies between Intershop's online marketing and its traditional e-commerce business:

"Thanks to our mix of online marketing expertise in the areas of search engine optimization, search engine marketing, feed management, and affiliate marketing, and our many years of e-commerce experience, we can provide our customers with extensive support in increasing the reach of their internet presence and their revenue. In the past few months we have expanded our customer base at a regional level and have also convinced more and more Enfinity customers of the optimal integration of our e-commerce and online marketing offerings", said Lars Rabe, Vice President Online Marketing at Intershop, commenting on the expansion of his area of responsibility.

About Intershop

Intershop Communications AG (Prime Standard: ISH2) is a leading provider of comprehensive state-of-the-art e-commerce solutions. Intershop's standard software Enfinity Suite 6 is a high-performance software for internet sales, complemented by all necessary services as well as comprehensive online marketing consulting. Intershop also acts as a business process outsourcing provider, covering all aspects of online retailing, including fulfillment. Around the globe more than 300 enterprise customers, including HP, BMW, and Deutsche Telekom run Intershop solutions. Intershop is headquartered in Jena, Germany, and has offices in the United States and Europe. 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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