

PRESS RELEASE
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Major Australian Online Classifieds Site Powered by Intershop

Jena, Germany, May 28, 2008 – Intershop Communications is pleased to announce the successful launch of its e-commerce software on Trading Post®'s all new Australian site, at www.tradingpost.com.au. Earlier this week the Sensis company went live with its new consumer-to-consumer based online classified site, which provides a single Web-based platform for the trading of products and services between both private individuals and businesses.

A leading Australian information provider, Sensis is a wholly owned subsidiary of Telstra, Australia's largest telecommunications company, and owns a number of leading online brands in the Australian marketplace, including Yellow™, White Pages®, and Whereis®. The newly re-designed Trading Post site allows for users to purchase advertisements in both the online site and the printed Trading Post newspapers, published weekly in six of the seven Australian states. For the first time ever, users will also be able to sell their items via online auctions in addition to the traditional classifieds advertising method.

The newly deployed site is built entirely on Intershop's Enfinity Suite 6 application. The system's architecture allows for significant integration via SOAP and Web Service calls in real time, and enabling different groups within the Sensis organization access to sections of the site and its associated data in real time. Enfinity's native content management tools are already being leveraged by Trading Post's Marketing and Digital Operations teams to create and manage online promotions, landing pages, and online video tutorials.

"Enfinity Suite 6 is ideally suited as the technology basis for implementing our new Trading Post® site. And, although we don't have immediate plans, the technology provides us with the opportunity to extend it further across the Sensis business," commented Stephen Hughes, General Manager Sensis Classifieds.

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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