

PRESS RELEASE
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Stadium launches Online Shop on Intershop E-Commerce Software

www.stadium.se is live on Enfinity Suite 6 by Intershop.

Jena, Germany, September 28, 2007 – Intershop Communications AG announced today that Stadium, a Swedish retailer of sports goods and clothing, started a new e-commerce portal on September 20, 2007. Stadium is a well-known brand and owns more than one hundred retail shops in Sweden and other Scandinavian countries.

The sophisticated Stadium internet portal runs on Enfinity Suite 6, the standard e-commerce software of the German provider Intershop Communications AG. Stadium opted for this solution thanks to its outstanding performance, flexibility and extendibility.

Stadium expects about 500,000 visitors per month. Advanced storefront features and community functionality – like free training videos, wish lists, blogs, and the store-in-store concept – shall help to even double the traffic within the first three years.

The Swedish Intershop partner Wipcore AB (formerly ClearCloud) has implemented the portal and has integrated the solution with several backend systems. For example, Stadium customers can now combine online and offline sales channels through ordering online and picking up the products in a nearby point-of-sales.

Stadium intends to set up international online shops next year, which is expected to be comparatively easy thanks to Enfinity Suite 6's strong multi-site and localization capabilities.

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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