

„Online Shop of the Year 2008“ powered by Intershop Software

- **Home Improvement Retail Website, hagebau.de, awarded at the German Mail Order Congress in the Business-to-Consumer (B2C) category**
- **Intershop's highly flexible software is highlighted again in this award**

Jena, October 7, 2008 – On October 1, 2008, the 12th Annual German Mail Order Congress selected the website www.hagebau.de as Online Shop of the Year 2008, in the Business-to-Consumer (B2C) category. hagebau.de is operated and continuously developed by baumarkt direct, a joint venture of the Otto Group and the hagebau trade association.

Intershop would like to congratulate our customer on this award. The Intershop Enfinity Suite 6 is the engine behind hagebau's customer-friendly online store. Following a quick implementation time of only four months, baumarkt direkt successfully launched the hagebau website in July 2007.

"The combination of extensive standard functionalities with flexible adaptability makes Enfinity Suite 6 especially well suited for our ambitious goals. Furthermore, this software is extraordinarily robust and efficient, allowing hagebau customers to order comfortably even during peak hours", stated Joachim van Wahden, Divisional Director for Multichannel Sales and E-Commerce, baumarkt direct.

This is the fourth award given to an Intershop customer at the German Mail Order Congress since 2005. Past winners include otto.de, lenscare.de and sqoops.de. Intershop continues to help the success of its customers by providing comprehensive services and continuing the development and enhancement of its e-commerce solutions.

This year, the hagebau.de website was awarded due to the simplicity of the user interface, the direct way of reaching customers, and the user interaction functionality available within the site. Consumers are now able to add their product reviews or edit an existing product wiki. In addition, the website's helpful customer features such as zoom function, product descriptions and excellent search capability were commended. A Guided Tour with hagebau.de advertising figurehead, Mike Krüger, allows visitors to thoroughly experience the advantages of this website with ease. Another advantage is the successful linking of the three sales channels: online, catalogue and store

trade. A Location Finder helps visitors find physical stores nearby and personalize their shopping experience.

For more information about the Online Shop of the Year 2008, please visit presse.hagebau.de. For more information about the German Mail Order Congress and all of the awards, please visit www.versandhandelskongress.de.

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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