

PRESS RELEASE

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BroadVision Announces Strategic Partnership with Itransition – Enabling Entry into Emerging Central and Eastern European eCommerce Markets

Redwood City, CA and London, UK – June 3, 2009 – BroadVision, Inc., (NASDAQ: BVSN), a global provider of strategic e-business solutions, today announced a strategic partnership with Itransition, an international IT and software development group, to provide BroadVision® solutions to the CIS market.

BroadVision chose Itransition, one of the most advanced system integrators in Central and Eastern Europe in the eCommerce market.

BroadVision e-business solutions reflect the experience gained during 16 years of world-class eBusiness deployments and power some of the largest web sites on the Internet. Itransition and BroadVision will engage in joint strategic business development plan activities for BroadVision's suite of solutions, including the Commerce Agility Suite™ platform and the eMerchandising Uplift™ SaaS offering

"The BroadVision Commerce Agility Suite out-of-the-box solution provides comprehensive e-commerce capabilities for a mid-market turn-key application, with a focus on flexibility, ease of use and rapid deployment," said Manuel Rodriguez, Channel and Partner Manager EMEA, BroadVision. "We look forward to combining our strengths with Itransition to provide customers with leading eBusiness solutions at competitive prices in the CIS market."

Founded in 1993, BroadVision is a leading provider of e-commerce and enterprise portal solutions to many companies internationally. Recognized as an e-business pioneer, BroadVision is building on that legacy of innovation with support for Open Source platforms and agile web process development -- making it fast and easy to incorporate new self-service capabilities into current web environments.

"The consumer market for eBusiness is growing rapidly and Itransition is ready to provide customizable BroadVision platforms with full customer and technical support," said Dr Valery Virkovski, Corporate Director, Itransition. "Our combined solutions will further stimulate growth by providing customers with a means of moving more business processes to the web while dramatically decreasing the overall cost of ownership and giving a rapid ROI."

"We are pleased to welcome Itransition to the BroadVision partner network," added Mr. Andrea Rubei, Vice President and General Manager, Americas, Europe, Middle East and Africa. "We have confidence that Itransition will help with our expansion in the Central and Eastern European market."

About Itransition

Itransition is an international software development company featured in Global Outsourcing 100, CIO 100 awards lists and Software Magazine 500 with headquarters in Reading, UK and development center in Eastern Europe. Itransition provides a full spectrum of software development services, including consulting, custom development, customization and systems integration. The company is also certified partner of Microsoft and SAP AG.

For more information about Itransition, call +44 (0) 7800606364 or visit www.itransition.com.

About BroadVision

Driving innovation since 1993, BroadVision is a global provider of strategic e-business solutions. Our modular applications and agile toolsets, built on a robust framework for personalization and self-service, power mission-critical web initiatives that deliver unparalleled value to diverse customers worldwide. Hundreds of organizations, serving over 50 million registered users — including Audible.com, Baker Hughes, BlueCross/BlueShield, Canon, EFG Bank, Epson America, Fiat, Hilti, Honeywell, Iberia, Indian Railway Catering and Tourism Corporation, Lockheed Martin, Oreck Corporation, PETCO, Sony, Verifone, Vodafone, and Xerox — rely on BroadVision as their platform of choice for e-business.

For more information about BroadVision, Inc., call 650-331-1000, email mediarelations@broadvision.com or visit www.broadvision.com.

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