

PRESS RELEASE

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BroadVision Launches Clearvale at SHRM Annual Conference and Exposition, Announces 2009 CESNA Awards

*Innovative Enterprise Social Network Solution
Optimized to Connect Companies, People, Ideas*

New Orleans, LA — June 25, 2009 — BroadVision, Inc. (NASDAQ: BVSN), a global pioneer in e-business applications and solutions, today launched Clearvale, an innovative Enterprise Social Network (ESN) solution, at the SHRM 2009 Annual Conference and Exposition. Simultaneously, BroadVision also announced the 2009 Clearvale ESN Achievement (CESNA) Awards, an open international competition designed to promote ESN adoption and deployment across the globe. BroadVision is offering exclusive incentives for SHRM 2009 attendees to sign up for Clearvale™ networks onsite during the exhibition at BroadVision's Booth #1650.

ESN Gaining Momentum

Consumer social network (CSN) services such as Twitter and Facebook have gained enormous popularity around the world in recent years. Similarly, global enterprises have begun to adopt and deploy enterprise social network capabilities to harness the tremendous potential unleashed by Web 2.0. The 2009 HR Technology Trends Survey from Watson Wyatt shows that companies are actively investing in various Web 2.0 technologies, with 23 percent using social networking to communicate internally. The same study also reveals that the satisfaction in using

Web 2.0 technologies is high, with 49 percent satisfied with their use of social networking¹. Furthermore, Gartner has identified social networking capabilities and cloud computing as the most essential elements for the next-generation enterprise portal solutions² and is recommending companies to embrace, rather than ignore, this critical paradigm shift.³

Pioneering e-business solutions since 1993, BroadVision has incorporated its extensive enterprise portal assets and experience into Clearvale, creating a secure, robust, easy-to-use, and most importantly, free ESN solution on the “cloud.” Company worldwide can use Clearvale to forge vibrant communities, foster effective collaboration, fortify strong culture, and facilitate precision commerce.

“5C” Value Propositions

Clearvale is a new brand of ESN with the following unique “5C” value propositions:

- **Company.** Clearvale is designed for corporate use. Architected as a Web 2.0 application from the ground up, Clearvale uses the most advanced Internet technologies for connecting companies, people, and ideas. Intended for enterprise use, it also incorporates tight security and strict privacy features as core components so that management maintains full control as the network expands to include employees, partners, suppliers and other members.
- **Community.** Clearvale forges vibrant communities, both inside and outside the enterprise. Various types of workgroups across all enterprise functions can be set up easily on an E2E, B2E, or B2B basis to share a wide range of user-generated content across the Clearvale world.
- **Collaboration.** Clearvale fosters effective collaboration. Intuitive business processes, both structured and ad-hoc, are built-in to facilitate enterprise-level collaboration among members of every company network and its communities. Collaboration spaces,

¹ SHRM.org: “Study: Companies look into Web 2.0 to Save Money,” May 19, 2009

² Gartner Research Report: “Generation Six Portal Products; When Portals Meet Web 2.0, It’s Love at First Sight,” March 30, 2009

³ Gartner Research Report: “How to Apply the PLANT SEEDS Framework for Enhanced Enterprise Web 2.0 Adoption,” June 1, 2007

consisting of shared calendars, documents, plans, meetings, forums, blogs, microblogs, Twitter-type messages, etc. can be handled by users directly and easily.

- **Culture.** Clearvale fortifies strong culture. It helps organizations establish a strong corporate culture for a diverse workforce through a virtual workplace — the cyber-water cooler — where everyone can congregate. Clearvale provides a rich set of capabilities to create this virtual workplace, including a personalized homepage; global member “Facebook,” photo and video galleries; instant surveys; event alerts and more.
- **Commerce.** Clearvale facilitates precision commerce. Upon reaching a critical mass, Clearvale will launch a “precision commerce” network for incentive-based marketing and opt-in lead generation. Member companies can connect with each other based on mutually beneficial business relationships within which bona-fide buy-sell requirements can be registered and appraised symmetrically, economically, and with great precision.

Premium Services Deliver Compelling Upside

In addition to the wide range of rich functionality that comes standard with every Clearvale network, members can also subscribe to a host of premium services for even higher-level capabilities:

Personalized Premium Services. Private labeling; removal of online paid advertising; network sponsorship.

Workgroup Premium Services.

- *DocuVault* — Collaborative document management made easy, providing file versioning, history tracking, categorization, and user-level access controls.
- *TeamWork* — Collaborative management-by-objectives (MBO) made easy, allowing workgroup members to set, assign, align, monitor, and rollup objectives, leading to successful goals attainment across the board.

Infrastructure Premium Services. Extra storage; dedicated servers on “public/private cloud.”

CESNA (Clearvale ESN Achievement) Awards

The 2009 CESNA Awards is an open international competition designed to promote ESN adoption and deployment within global enterprises. Any Clearvale network registered between now and October 31, 2009 on www.clearvale.com is automatically qualified to enter into the competition. One winner will be selected from each the following eight categories: “Most Populous”, “Most Prosperous”, “Most Prolific”, “Most Proactive”, “Most Productive”, “Cyber Pentathlon”, “Cyber Prominence”, and “MVP”. Please visit <http://www.clearvale.com> for more details.

About BroadVision

Driving innovation since 1993, BroadVision (NASDAQ: BVSN) 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 and generating billions of dollars in business value, including Baker Hughes, Canon, Epson America, Fiat, Grainger, Hilti, Iberia, Indian Railways Catering and Tourism Company, SINA, Sony, US Navy, Vodafone, and more, rely on BroadVision as their platform of choice for e-business. Visit www.BroadVision.com for more details.

About BroadVision OnDemand

Founded in 2006, BroadVision OnDemand focuses exclusively on providing high value, flexible, and affordable SaaS e-business solutions for enterprises worldwide. Our primary offerings include Clearvale, an enterprise social network; and CLEAR, a collaborative workforce relationship management solution. Together, Clearvale and CLEAR integrate into a strategic foundation for companies to more effectively manage their people, stimulating creativity while maximizing productivity, enabling them to excel in the challenging twenty-first-century global economy. Visit www.clearvale.com or www.bvclear.com for more details.

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