

PRESS RELEASE

Celebros Contact:

Yossi Hermush
VP of Marketing
Celebros
732-981-8191
pr@celebros.com

BroadVision Contact:

Tina Jade Wong
Sr. Director of Marketing
BroadVision, Inc.
650-331-3297
mediarelations@broadvision.com

BroadVision and Celebros Announce Strategic Partnership – Solution Provides e-Commerce Retailers with Advanced Search and Online Merchandising Incentives Capabilities

Celebros Salesperson and BroadVision eMerchandising Uplift Enable Merchants to Boost Online Sales by Delivering Real-Time, Context-Aware Merchandising Incentives Directly in the Search Results Page

Redwood City, CA; Carpinteria, CA — June 29, 2009 — BroadVision, Inc., (NASDAQ: BVSN), a global provider of strategic e-business solutions and Celebros, Ltd. jointly announce a global strategic partnership to deliver the first integrated solution of advanced site-search and incentive offering to the e-commerce market.

The BroadVision and Celebros solutions will enable e-tailers to boost online sales by delivering real-time, context-aware incentives right at the search results page. With Celebros' Salesperson advanced conceptual site search solution, visitors are now able to quickly find what they are looking for and see dynamic pricing incentives along with search results. BroadVision's

eMerchandising Uplift™ (eMU) solution provides real-time, context-aware incentives and dynamic bundling to incentivize shoppers to increased purchases.

This innovative solution shortens the time and distance (clicks) between browsing and buying, decreasing cart abandonment rate, and substantively increasing the final transaction value for customers and merchants alike.

Solution At A Glance

Business Values:

- Produces new shopping opportunities working with a site's:
 1. Current visitor traffic
 2. Existing product catalog
 3. Existing store design
- Achieve a direct impact on total revenues within a few weeks after deployment!
- Runs automatically, reducing manual labor to a minimum.

Operational Highlights:

- Highly scalable and distributed architecture.
- Fully hosted, monthly subscription-based.
- Delivered in a Software-as-a-Service (SaaS).
- Integrates with most e-commerce platforms.
- Quick implementation cycle – often within 30 days.

“This partnership represents a best of breed components that make the BroadVision and Celebros solutions exceptionally valuable to the e-tailer,” comments Itai Bass, VP of Business Development, Celebros. “Shoppers using search convert 3-10 times more compared to those that only browse. By adding eMU with the search, the merchant can link incentives to shopper's interest. Which means selling more!”

Incentives Give Search Results Extra Boost

In the same way that marketers use paid search to enhance their site's visibility for click-throughs, adding both the BroadVision® eMU and Celebros solutions will maximize the search results to increased sales by adding incentives to prompt the shopper to add more products to the cart for purchase. Creative incentives also allow merchants to implement incentives while complying with manufacturers' minimum pricing policies.

"With eMU and Celebros, merchants will boost the impact of incentives," concludes Manuel Rodriguez, Channel and Partner Manager, BroadVision. "eMU has already shown to increase sales when putting incentives in the product pages and the shopping cart. This puts campaigns in another of a site's prime location: integrated into the search result pages."

About Celebros

Celebros (www.celebros.com) is a global leader in revenue optimizing solutions for online stores. The Celebros Salesperson, an intelligent site-search platform, includes incoming traffic generation tools and a powerful recommendation engine that focuses on improving the financial indicators of online stores, in the form of increased conversion rate and revenues.

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 and Vodafone— 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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