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**PRESS RELEASE**  
**Milan, 25 September 2009**

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**TXT Polymedia and Intershop in partnership  
to offer video-driven e-commerce**

*Milan, 25<sup>th</sup> September 2009*

TXT Polymedia, a leading software vendor and integrator specializing in Media & Channel Integration, and Intershop Communications AG, a leading provider of comprehensive state-of-the-art e-commerce solutions, are bringing to the European market an innovative e-commerce solution utilizing video interactivity.

TXT Polymedia and Intershop's new offering has a number of strategic advantages in cost effectiveness and time-to-market for e-commerce solution. Business benefits are complemented by comprehensive functionality, robustness, and scalability of the products, and by TXT Polymedia's extensive system integration experience.

The new integrated solution enables the delivery of comprehensive e-commerce solutions for web, mobile and TV, adding online distribution of digital products -such as music, movies, books- and offering the consumer a new and compelling purchasing experience, driven by promotional video contents and contextual to the video output.

The joint offer from TXT Polymedia and Intershop is based on the integration of *Polymedia Multichannel Digital Shop* and *Polymedia Video-driven e-commerce* (patent pending) with *Enfinity Suite 6*, the leading software solution of Intershop to deliver first class *e-commerce* projects.

According to the popular search publication, eMarketer, the number of viewers of video e-commerce increased of 40% between October 2007 and October 2008 (eMarketer – Jan. 09). Furthermore, according to InternetRetailer, the 46% of shoppers who viewed video have larger tickets (InternetRetailer.com – Jan. 09), showing that video-driven e-commerce is an important driver to boost online impulse purchasing.

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*“The market is ready and demanding for a new generation of e-commerce; with the TXT Polymedia-Intershop integrated solutions we enable our customers to be first movers and to surf this wave with profit”,* says Oliver Botti, TXT Polymedia Sales Director.

Geert Berckmans, Intershop Regional Director EMEA adds, *“Intershop’s expansion all over Europe results not only from maturing markets, but also from continuous investments in product evolution and from strategic alliances such as with TXT Polymedia”*

**Intershop Communications AG** (founded in Germany 1992; Prime Standard: ISH2) is a leading provider of comprehensive state-of-the-art e-commerce solutions. Intershop’s Enfinity Suite 6 is high-performance packaged 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 online at [www.intershop.com](http://www.intershop.com).

**TXT Polymedia** is a leading software company specialized in Media & Channel Integration. Its portfolio includes products and services for broadcasters, media and telecom operators based on Multichannel Content and Media Asset Management product and business solutions for monetizing interactive new media. . More than a decade of track record of successful business witnesses not only its proactive approach to continuous innovation but also long term relationships and cooperations with all its customers. TXT Polymedia is a fully-owned company of TXT e-solutions

**TXT e-solutions** is an international software products and solutions vendor and leader in “Strategic Enterprise Solutions” in the industrial and media sectors. The principal business areas in which it operates are *Demand & Supply Chain Management (DSCM)* with *TXT Perform* offering, *Media & Channel Integration* with *TXT Polymedia* company (100% subsidiary) and *Advanced System Integration* for Aerospace & Defence and Banking & Finance companies with *TXT Next division*. The company is listed on the Star segment of the Italian Stock Exchange (TXT IM) and has approximately 600 employees. The Company has headquarters in Milan and offices throughout Italy, in Paris, Lyon, Barcelona, Chemnitz (Dresden), Halle (Leipzig), Bussum, Wynyard, London and New York.

**Per ulteriori informazioni:**

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