

# BROADVISION APPOINTS STEVE TURNER AS VICE PRESIDENT FOR NORTHERN EUROPE

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...new VP appointed to expand BroadVision's market presence and customer base in key European market

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LONDON – 15 June, 2004 – BroadVision, Inc. (Nasdaq: BVSN), a global provider of self-service web applications, today announced that it has appointed Steve Turner as Vice President for its Northern Europe region. Based upon his 20 year sales experience in the software industry, most recently heading-up Northern EMEA at Ariba, Turner has been appointed to help drive BroadVision's market presence by leveraging the need for European companies to more effectively harness online commercial opportunities available to them.

Speaking about his appointment, Turner said: "With the realisation that the web can now offer serious revenue and cost saving opportunities, businesses are now keen to exploit this medium and BroadVision is well placed to provide the mechanism to help them achieve this. Joining BroadVision is an exciting challenge for me as we continue to expand our market presence through helping our customers use the web to increase revenue."

Steve Turner initially trained and qualified as an accountant with ICI before moving to support one of the first SAP installations in the UK. After leaving ICI he joined Mobil North Sea to lead its SAP roll-out and then moved into management consulting with CMG, leading the SAP practice. He then joined the consulting team at SAP UK, and after several years working in the UK and USA, took on the role of developing the consulting practice in the UK. After growing the team to 150 people he then took on the responsibility of running an SAP reseller - IBS Solutions. During this time he was approached by Ariba to set-up their EMEA consulting practice where he spent five years, before leaving to join BroadVision in 2004.

About BroadVision

BroadVision is a global provider of personalized self-service web applications. Our integrated suite of process, commerce, portal, and content solutions helps customers rapidly increase revenues and reduce costs. Over 1,000 organizations - including Wal-Mart, Vodafone, Cardinal Health, Hewlett-Packard, Toyota, Japan Airlines and the U.S. Air Force - serving nearly 60 million registered users, rely on BroadVision's open solutions to power and personalize their mission-critical web initiatives.

For more information about BroadVision, Inc., call 650.542.5100, email [info@broadvision.com](mailto:info@broadvision.com) or visit [www.broadvision.com](http://www.broadvision.com).

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