

THE AIRMILES TRAVEL COMPANY TO EXPAND USE OF BROADVISION TO SUPPORT ONLINE CUSTOMER MARKETING

Submitted by: Ascendant Communications

Wednesday, 21 July 2004

LONDON July 21, 2004 BroadVision, Inc. (Nasdaq: BVSN), a global provider of self-service web applications, today announced that The AirMiles Travel Company (www.airmiles.co.uk) has decided to expand its use of BroadVision® Commerce and BroadVision eMarketing products to help underpin the marketing on its new online travel services website launched in July 2003.

Following a re-launch in November 2003 as a full service travel company, The AirMiles Travel Company developed a new website to offer flights, hotels and packaged holidays to its customers allowing transactions to be paid for with AirMiles alone, any combination of AirMiles and cash, or cash alone. This new website now supports 35% of travel product sales, a significant improvement over the previous version. A key part of this success has been The AirMiles Travel Company's use of BroadVision's commerce and eMarketing solutions which allow personalisation and updated marketing campaigns to be delivered in a sophisticated and effective manner to the company's online customers.

"Our online travel services are core to our business success," says Peter Simpson, Technology Architect at AirMiles. "Prior to our use of BroadVision, our marketing department had to rely on monthly updates to the website by our IT department. Using BroadVision commerce and eMarketing, our marketing department can now create, edit and maintain content directly on the website whenever they want to and have complete control over content, workflow, segmentation and publishing."

"This has had a significant impact on the responsiveness and effectiveness of our online marketing campaigns, and has been a key contributor to the success of our new website. It is the main reason for our decision to increase our use of the BroadVision products."

Steve Turner, VP of Northern Europe at BroadVision, said: "By offering its customers personalised online marketing, AirMiles has attracted a growing customer base. BroadVision's solutions are designed to empower employees in the business side of an organisation to manipulate the web to help improve business processes through personalisation and gains in time and efficiency. AirMiles' expanded use of BroadVision demonstrates that our customers are benefiting from this philosophy and our online commerce solutions."

About BroadVision eMarketing and Commerce

BroadVision eMarketing complements BroadVision Commerce by providing closed-loop campaign management. The product makes it easy for marketers to segment prospects and customers and deliver personalised, relevant and timely offers via web e-mail or both. Integrated reporting automatically gathers and presents the information organisations need to determine which marketing approach works best.

BroadVision Commerce helps companies manage the entire sales process from lead generation to sales execution to customer support, and to manage B2B and B2C channels through a single application. The product also delivers advanced capabilities and easy-to-use catalogue management tools.

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 or visit www.broadvision.com.

BroadVision and BroadVision Portal are trademarks or registered trademarks of BroadVision, Inc. in the United States and other countries.

About AirMiles

The AirMiles Travel Company is a full-service travel company. It offers a wide range of services, a choice of more than 100 airlines to over 25,000 hotels around the world, car hire, cruises, travel insurance and ready made holidays from the country's top 100 tour operators to redeem your miles against.

Customers have new ways to pay. They can pay in miles alone, in miles and money (miles and money is always better value than just money) or they can pay in money alone, in which case they'll get MilesBack to put towards their next trip. MilesBack is offered on any product purchased for cash only, this includes a flight with one of the world's leading airlines, a hotel booking, a brochure holiday, insurance and car hire.

To book travel or a holiday, visit www.airmiles.co.uk or phone the numbers below. If you don't know where you want to travel next, contact the Inspiration Team at The AirMiles Travel Company on 0870 60 747 21.

For specialist travel advice and bookings, get in touch with one of our 10 teams of experts on the numbers below:

1. European Cities 0870 60 747 11
2. Beach 0870 60 747 12
3. Family 0870 60 747 13
4. Specialist Europe 0870 60 747 14
5. North America and Caribbean 0870 60 747 15
6. Worldwide 0870 60 747 16
7. Cruise 0870 60 747 17
8. Snow & Activity 0870 60 747 18
9. UK, Channel Islands and Ireland 0870 60 747 19
10. Luxury 0870 60 747 20