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eCOST.com Announces Greater Shopper Advantages Just in Time for the Holiday Season

EL SEGUNDO, Calif., Nov 13, 2008 (BUSINESS WIRE) --

--New Office Products and Equipment Category

--Richer Shopping Cart and Checkout Features

eCOST.com, a wholly owned subsidiary of PFSweb, Inc. (Nasdaq: PFSW), and a leading multi-category online discount retailer of brand-name technology, consumer electronics, housewares and office products, announced today numerous site feature and product improvements that provide eCOST.com shoppers greater selection and shopping convenience just in time for the holiday shopping season.

eCOST.com unveiled this week an enhanced Bargain Countdown™ shopping section, 10,000 new products in the office equipment and supply category, and a more richly featured shopping cart and checkout experience. Collectively, these improvements will provide shoppers at eCOST.com improved functionality, shopping speed and overall customer experience just in time for the holiday season.

eCOST.com has become known as "THE" place for the deals on the web. The site's team of merchant's source over 100 limited time, limited quantity incredibly priced offers daily that are then offered to shoppers on its Bargain Countdown™. These offers include products from major manufacturers such as HP, Sony, Garmin, Dyson, Onkyo, Denon, Cuisinart and many more.

Customers will now be able to navigate eCOST.com's Bargain Countdown™ by price, brand names and merchandise categories allowing for easier location of the "just right item" for the holiday. The "On Fire" status icon in the Bargain Countdown™ section allows shoppers to look at items that have the greatest popularity and sales velocity among the tens of thousands of shoppers who visit eCOST.com daily. Bargain Countdown™ is a proprietary, patented shopping platform that features limited time and limited quantity hard to find merchandise offers in an exciting and graphical user environment at prices discounted deeper than every day low price. For a listing of today's Bargain Countdown™ offers visit <http://www.ecost.com/ecost/shop/countdown/>.

"The enhanced Bargain Countdown™, launched just in time for Black Friday and Cyber Monday, allows customers to quickly and easily find the merchandise they want at a great price. The improvements to Bargain Countdown™ help customers search more easily for low priced deals on brand name merchandise and allow new offers to be posted on the site almost instantly after they are received in our warehouse. We believe these improvements will provide eCOST.com shoppers a much greater shopping convenience and access our more than 200,000 products," stated Gary Guy, President of eCOST.com.

Guy continued, "The improvements that we have made to Bargain Countdown™, the new shopping cart features and the addition of 10,000 new office equipment and supply products, are part of our efforts to make regular site enhancements to eCOST.com's overall functionality, navigation, product offering and customer service. These ongoing efforts play into our broader strategy of introducing new product categories and site improvements to provide customers with the most fulfilling shopping experience possible. As the overall economy struggles, we are working harder than ever to bring incredibly priced product deals to consumers to help offset the sting of these sluggish times."

About PFSweb, Inc.

PFSweb develops and deploys integrated business infrastructure solutions and fulfillment services for Fortune 1000, Global 2000 and brand name companies, including third party logistics, call center support and e-commerce services. The company serves a multitude of industries and company types, including such clients as LEGO, Discovery Commerce, Riverbed, Hewlett-Packard, International Business Machines, Hawker Beechcraft Corp., Rene Furterer USA, Roots Canada Ltd. and Xerox.

Through its wholly owned eCOST.com subsidiary, PFSweb also serves as a leading multi-category online discount retailer of high-quality new, "close-out" and manufacturer recertified brand-name merchandise for consumers and small to medium size business buyers. The eCOST.com brand markets approximately 200,000 different products from leading manufacturers such as Sony, Hewlett-Packard, Onkyo, Denon, JVC, Canon, Nikon, Panasonic, Toshiba, Microsoft, Dyson, Kitchen Aid, Braun, Black

& Decker, Cuisinart, Coleman, and Citizen primarily over the Internet and through direct marketing.

To find out more about PFSweb, Inc. (NASDAQ: PFSW), visit the company's websites at <http://www.pfsweb.com> and <http://www.ecost.com>.

The matters discussed herein include forward-looking information under the Private Securities Litigation Reform Act of 1995, which is subject to and involves risks and uncertainties, which could cause actual results to differ materially from the forward-looking information. PFSweb's Annual Report on Form 10-K for the year ended December 31, 2007 and Form 10-Q for the quarter ended June 30, 2008 identify certain factors that could cause actual results to differ materially from those projected in any forward looking statements made and investors are advised to review the Annual and Quarterly Reports and the Risk Factors described therein. These Risk Factors include the risk of contract terminations. PFSweb undertakes no obligation to update publicly any forward-looking statement for any reason, even if new information becomes available or other events occur in the future. There may be additional risks that we do not currently view as material or that are not presently known.

SOURCE: PFSweb, Inc.

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