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Pendleton® Partners with PFSweb's LiveArea to Build and Launch its New eCommerce Site

ALLEN, Texas, Nov. 15, 2017 (GLOBE NEWSWIRE) -- PFSweb, Inc. (NASDAQ:PFSW), a global commerce service provider, was engaged by Pendleton Woolen Mills, an American apparel and home products brand, to build their new eCommerce site (www.pendleton-usa.com) on Salesforce Commerce Cloud.

Founded in 1863, Pendleton is a family-owned company with a healthy respect for the past and an innovative approach to the future. Known for their woolen products, the company specializes in creating quality apparel for men and women, home and accessories. Their products are distributed through 41 Pendleton retail stores, selected department and specialty stores, and their direct-to-consumer website and catalog.

Pendleton was looking to upgrade their online shopping experience for today's multi-device shoppers and enable their team with new tools to help them grow their online business. After choosing Salesforce Commerce Cloud, they quickly began looking for the right implementation partner to help achieve these goals.

"We needed a provider that could build our new site quickly so we could compete in today's marketplace," commented Jane Brisby, Pendleton VP of Marketing. "We had an aggressive timeline and are thrilled with the results that the LiveArea team delivered. We look forward to a continued successful partnership."

Under the agreement, PFSweb's LiveArea professional services team provided user experience design services along with technology services for the development and creation of the new Pendleton site.

"It is exciting to see another successful site launch from our Commerce Cloud practice," said Mike Willoughby, CEO of PFSweb. "Complex integrations along with the aggressive timeline set this project up to be a great case study on our capabilities as a leading eCommerce systems integrator."

The new Pendleton site went live in October 2017. This client was previously disclosed on PFSweb's Third Quarter Earnings conference call.

About Pendleton

Setting the standard for classic American style, Pendleton is a lifestyle brand recognized as a symbol of American heritage, authenticity and craftsmanship. With six generations of family ownership since 1863, the company recently celebrated 154 years of weaving fabrics in the Pacific Northwest. Known for fabric innovation, Pendleton owns and operates two of America's remaining woolen mills, constantly updating them with state-of-the-art looms and eco-friendly technology. Inspired by its heritage, the company designs and produces apparel for men and women, blankets, home décor, and gifts. Pendleton is available through select retailers in the U.S., Canada, Europe, Japan, Korea and Australia; Pendleton stores; company catalogs; and direct-to-consumer channels including the Pendleton website, <http://www.pendleton-usa.com>.

About PFSweb, Inc.

PFSweb (PFS) (NASDAQ:PFSW) is a global commerce service provider of solutions including digital strategy consulting, digital agency and marketing services, technology development services, business process outsourcing services, and a complete omni-channel technology ecosystem. The company provides these solutions and services to major brand names and other companies seeking to optimize every customer experience and enhance their traditional and online business channels. PFS supports organizations across various industries, including Procter & Gamble, L'Oréal USA, Canada Goose, ASICS, Roots Canada Ltd., PANDORA, Charlotte Russe, Anastasia Beverly Hills, David's Bridal, T.J. Maxx, the United States Mint, and many more. PFS is headquartered in Allen, TX with additional locations in Tennessee, Mississippi, Minnesota, Washington, New York, North Carolina, Canada, Belgium, United Kingdom, Bulgaria, and India. For more information, please visit www.pfsweb.com or download the free PFS IR App on your iPhone, iPad, or Android device.

Investor Relations

Scott Liolios or Sean Mansouri
Liolios Group, Inc.
949-574-3860

PFSW@lfolios.com

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