

## LiveArea Included As One of the “Most Significant” Commerce Services Specialists In Leading Independent Research Firm Report

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### Highest Possible Scores in Order Management Systems, Market Approach, Digital Studios, and Number of Commerce Projects Criteria

ALLEN, Texas, Dec. 03, 2018 (GLOBE NEWSWIRE) -- LiveArea, a leading global commerce services provider and business unit of PFSweb (NASDAQ: PFSW), received among the top scores in four categories of the recently published The Forrester Wave™: Commerce Specialist Service Providers, Q4 2018, an analysis and ranking of top commerce specialist service providers. The independent research firm evaluated providers it defined as “the most significant” specialists delivering strategy, creative, and technology services focused on commerce technology.

“LiveArea shines in operationalizing a strategy,” according to the report. “Reference customers love the flexibility and collaboration they get from the LiveArea team that lets them accomplish a lot of work even in ‘unrealistic timeframes.’ Being goal-oriented has led to a culture of honesty.”

The Texas-based firm received among the top scores in the following categories: Order management systems, market approach, digital studios, and number of commerce projects.

Forrester recognized LiveArea for its “superior services” based on its score in the order management systems criterion, an increasingly critical component in today’s commerce technology environment. LiveArea “has worked with order management systems more extensively than its competitors in the space,” the report stated.

Under market approach, Forrester gave LiveArea the highest score possible, defined as “clear, consistent evidence that stands apart from competition of being able to show, not tell and make it easy for customers to navigate the portfolio of offerings, understand how those apply to them, and engage.”

The firm also received the highest score possible in the digital studio criterion, defined as a company’s ability to “co-innovate with clients and showcase new ideas,” according to the report. Design, including user experience, is one of four key practices in LiveArea. Other pillars include strategy, technology, and digital marketing.

“We are honored to be included in the Forrester Wave and to be recognized as a best fit for B2C firms that need a partner with eCommerce and order management expertise, or that need to outsource elements of their eCommerce operations, including fulfillment and call center,” said Mike Willoughby, CEO of PFSweb.

Chief Revenue Officer and LiveArea General Manager Travis Hess commented: “The broad portfolio of top brands we serve and the client satisfaction we maintain is the ultimate measure of success. But we believe this report validates our significant achievements in delivering a rich array of B2B and B2C solutions across multiple vertical markets and with key strategic partners.”

#### About LiveArea

LiveArea is an award-winning global commerce services provider. Our comprehensive portfolio of capabilities combines consulting, strategy, design/UX, technology, and digital marketing to bring commerce to life. For more than a decade, emerging businesses, and leading brands – including 30+ retailers ranked among the current Internet Retailer 500 – have turned to LiveArea to grow and transform their B2C and B2B commerce channels. As a PFSweb business unit, LiveArea has offices in Dallas, Seattle, New York City, Raleigh, London, Sofia, and Bangalore. For more information, visit [www.liveareacx.com](http://www.liveareacx.com).

#### About PFSweb, Inc.

PFSweb (NASDAQ: PFSW) is a global commerce services company that manages the online customer shopping experience on behalf of major branded manufacturers and retailers. Across two business units – LiveArea for strategy consulting, creative design, digital marketing, and web development services, and PFS for order fulfillment, contact center, payment processing/fraud management, and order management services – they provide solutions to a broad range of Fortune 500® companies and household brand names such as Procter & Gamble, L’Oréal USA, Canada Goose, PANDORA, T.J. Maxx, the United States Mint, and many more. PFSweb enables these brands to provide a more convenient and brand-centric online shopping experience through both traditional and online business channels. The company is headquartered in Allen, TX with additional locations around the globe. For more information, please visit [www.pfsweb.com](http://www.pfsweb.com).

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