



## LiveArea and BigCommerce Join Forces to Provide Comprehensive Professional Services for Online Commerce

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### Services will help fast-growing B2C and B2B businesses scale and sell more online

ALLEN, Texas, Jan. 14, 2019 (GLOBE NEWSWIRE) -- LiveArea, a leading global commerce services provider and business unit of PFSweb (NASDAQ: PFSW), has partnered with BigCommerce to deliver strategy, design, technology, and digital marketing on the industry leader's all-SaaS eCommerce platform. As part of the BigCommerce Partner Program, LiveArea will create custom commerce solutions powered by BigCommerce. The announcement was made in New York City at NRF 2019.

"We're excited to apply our expertise to bring this powerful enterprise platform to brands looking for an all-in-one commerce solution," said Travis Hess, LiveArea Chief Revenue Officer and General Manager. "The breadth of our portfolio of services can help B2C and B2B enterprises quickly realize growth from their BigCommerce investment."

Leveraging the BigCommerce cloud platform, LiveArea will bring a new level of integration, service, and support to enterprises looking to engage and convert buyers and improve performance across all sales channels. Companies of all sizes work with BigCommerce to launch, promote, manage, and scale successful online businesses through its platform. By selecting a flexible, cost-effective SaaS model, brands can focus on managing their businesses, not the technology behind it.

"We partner with the best eCommerce designers, developers and marketers in the world to help our clients succeed," said Daniel Fertig, Director of Global Partner Agency Ecosystem. "Including LiveArea in this network is a win for everyone – clients and prospects, LiveArea and BigCommerce."

#### 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. 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

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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