

LiveArea Delivers Digital-First Customer Experience for Camping World Brands

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Gander Outdoors and Overton's Go Live on Unified Architecture based on Salesforce Commerce Cloud

ALLEN, Texas, May 02, 2019 (GLOBE NEWSWIRE) -- LiveArea, a leading global commerce services provider and business unit of PFSweb (NASDAQ: PFSW), recently launched new eCommerce sites built on Salesforce Commerce Cloud for Gander Outdoors and Overton's, two major outdoor lifestyle brands under the Camping World Holdings (NYSE: CWH) umbrella. Camping World partnered with LiveArea to implement the retail sites, unifying Camping World's brands on a single eCommerce platform.

Gander Outdoors and Overton's are the first Camping World brands to transition to the platform, designed to create a unified, omnichannel experience across the portfolio and strengthen Camping World's position as a leading outdoor lifestyle brand. The unified platform will make it easier and faster for Camping World to onboard new brands. In addition to streamlining eCommerce technology, LiveArea delivered strategic services, including user experience, analytics, and search engine optimization.

Notable features of the new platform:

- Guided selling tools, making it simpler for customers to order marine and recreational vehicle accessories and replacement parts
- Integration with Salesforce Marketing Cloud for more personalized, dynamic customer interactions
- Online customization features, enabling buyers to easily personalize the design of products

"The new unified architecture creates a more cohesive online experience and is part of the digital transformation that LiveArea is delivering to Camping World," said Anu Jain, LiveArea Executive Vice President and General Manager. "Removing friction from the path to purchase is a key component of Camping World's strategy. This implementation delivers the technology needed to achieve this objective and lead with outstanding customer experiences."

Camping World Holdings, headquartered in Lincolnshire, Illinois, is the leading outdoor and camping retailer, offering an extensive assortment of recreational vehicles for sale, RV and camping gear, RV maintenance and repair and the industry's broadest and deepest range of services, protection plans, products and resources. Since the company's founding in 1966, Camping World has grown to become one of the most well-known destinations for everything RV, with over 135 retail locations in 36 states and a comprehensive eCommerce platform. Coupled with an unsurpassed portfolio of industry-leading brands, including Gander Outdoors, Good Sam, Overton's, The House and Windward/W82, Camping World Holdings has become synonymous with outdoor experiences.

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.

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, ASICS, PANDORA, Ralph Lauren, 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.

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