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## **PFSweb Launches Direct-to-Consumer eCommerce Solution for L'Oreal USA's Clarisonic**

### **Launch Marks Eighth L'Oreal USA Brand to Use PFSweb's eCommerce Platform**

ALLEN, Texas, Oct. 2, 2013 /PRNewswire/ -- **PFSweb, Inc. (Nasdaq: PFSW)**, an international provider of end-to-end eCommerce solutions, today announced that it has launched a direct-to-consumer eCommerce solution for L'Oreal USA's Clarisonic brand.

With the addition of Clarisonic, PFSweb has increased the number of eCommerce sites it supports for L'Oreal USA to eight. Other brands include em michelle phan, Kiehl's Since 1851, Giorgio Armani Beauty, Yves St. Laurent and Lancome. PFSweb is providing a direct-to-consumer solution that includes order management, customer care, fraud management, Demandware consulting and order fulfillment services utilizing its iCommerce Centers of Excellence<sup>(SM)</sup> in Memphis, TN and Dallas, TX.

"We have successfully launched yet another brand in the L'Oreal Luxe portfolio with PFSweb, and continue to be impressed with their ability to support both our strategic and operational initiatives," said Brigitte King, SVP Direct to Consumer Business of L'Oreal USA. "Clarisonic is a leading brand of transformative luxury skincare in the U.S. By utilizing PFSweb's offering, we expect to further grow the Clarisonic brand presence we have been building in the rapidly expanding direct-to-consumer channel while we focus even more on helping our customers look their best."

"We are excited to announce the addition of another premier L'Oreal brand to our growing portfolio of L'Oreal brands in our expanding health and beauty vertical market," said Mike Willoughby, CEO of PFSweb, Inc. "To support their customers' needs, the Clarisonic program has some unique requirements including extensive value added services such as personalization in our fulfillment center. I am very pleased that L'Oreal has once again placed their trust in PFSweb to care for their brand, create and support an unparalleled customer experience and partner with them in serving the needs of the L'Oreal customer."

#### **About PFSweb, Inc.**

PFSweb is engaged by iconic brands to enable and manage customized eCommerce and omni-channel commerce initiatives. PFSweb's iCommerce Hub<sup>(SM)</sup> technology ecosystem offers retailers a multi-channel order management system that allows partner/client data integration and international payment processing. PFSweb's iCommerce Professional Service<sup>(SM)</sup> provides interactive marketing services, eCommerce web site development and support services, IT development services, product content management, customer intelligence and relationship and account management services. PFSweb's iCommerce Centers of Excellence<sup>(SM)</sup> provides global fulfillment and logistics, high-touch customer care and client financial services.

Together, PFSweb's iCommerce Solutions allow for international reach and expertise in both direct-to-consumer and business-to-business initiatives. PFSweb supports organizations across multiple industries including Procter & Gamble, L'Oreal, LEGO, Columbia Sportswear, Sorel, Carter's, AAFES, Riverbed, Ricoh, Hawker Beechcraft Corp, Roots Canada Ltd., Diageo, BCBGMAXAZRIA, BCBGENERATION, HERVE LEGER BY MAX AZRIA, the TJX Companies, Inc., T.J. Maxx and the United States Mint. PFSweb is headquartered in Allen, TX with additional locations in Tennessee, Mississippi, Canada, Belgium, and the Philippines.

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

*The matters discussed herein consist of forward-looking information under the Private Securities Litigation Reform Act of 1995 and 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, 2012 and Quarterly Report on Form 10-Q for the three and six months ended June 30, 2013 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 of the Company and the Risk Factors described therein. 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.*

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