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## **GORE BIKE WEAR® and GORE RUNNING WEAR® Launch First Consumer Sites Utilizing PFSweb's End2End eCommerce® Platform**

**PFSweb, Inc. (Nasdaq: PFSW)**, an international provider of end-to-end eCommerce solutions, today announced that it has signed an agreement with W. L. Gore & Associates, Inc. GORE BIKE WEAR® and GORE RUNNING WEAR® lines, which are known for high-tech functionality and durable premium quality, to develop customized direct-to-consumer eCommerce solutions for the United States and Europe.

The eCommerce solution, which will serve the GORE BIKE WEAR® and GORE RUNNING WEAR® brands, officially launched in July within the U.S. The eCommerce solutions are supported by PFSweb's facilities in Memphis, TN and Dallas, TX. In September, both of the eCommerce solutions for the brands are expected to launch in Europe and will be supported by PFSweb's facility in Liege, Belgium, which will provide customer support in multiple languages.

The website, [www.goreapparel.com](http://www.goreapparel.com), features a modern look with simple usability, product and brand content, and intuitive navigation.

"As these are the first eCommerce solutions for our GORE BIKE WEAR® and GORE RUNNING WEAR® brands, it was important for us to have customized eCommerce solutions that properly reflect to customers the high-tech function and experience that our products represent. This is an exciting extension of our biking and running products into the market and will increase our ability to support growing customer demand throughout the U.S. and EU," said Jay Herring, Global Sales Leader at W.L. Gore & Associates, Inc. "We chose PFSweb for their expertise and capabilities in the global commerce marketplace, in addition to their broad experience in developing and supporting end-to-end eCommerce solutions for luxury and premium consumer brands."

"We are excited to announce the addition of another high-end brand to our portfolio of designer brands that utilize our End2End eCommerce platform. This agreement highlights our continued expansion into the consumer products market and reinforces our ability to provide highly customized programs that enhance the customer experience in any industry in both the U.S. and Europe," said Mike Willoughby, President of PFSweb, Inc.

### **About GORE RUNNING WEAR®**

The membrane specialist W. L. Gore & Associates, Inc. GORE RUNNING WEAR® line stands for high-tech function and durable premium quality. GORE RUNNING WEAR® has always been a pioneer in high-functionality garment systems for competitive runners, and continues to set new standards to boost their performance while providing optimum protection.

### **ABOUT GORE BIKE WEAR®**

The GORE BIKE WEAR® brand offers the cyclist the highest possible level of comfort in conjunction with optimum protection. For over twenty-five years, the membrane specialist W. L. Gore & Associates, Inc., with its brand GORE BIKE WEAR®, has been synonymous with high-tech functionality and consistent premium quality. Its functional products are subjected to ongoing improvement and refinement to meet the stringent requirements of demanding cyclists.

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

Iconic brands engage PFSweb to enable their eCommerce initiatives. PFSweb's End2End eCommerce® solution includes interactive marketing services, robust eCommerce technology, global fulfillment and logistics, high-touch customer care, financial services, and order management. PFSweb's eCommerce solutions provide international reach and expertise in both direct-to-consumer and business-to-business initiatives, supporting organizations across multiple industries including Procter & Gamble, L'Oreal, LEGO, Columbia Sportswear, Sorel, Carter's, Lucky Brand Jeans, kate spade new york, Juicy Couture, AAFES, Riverbed, Ricoh, Hawker Beechcraft Corp, Roots Canada Ltd. and Xerox. PFSweb is headquartered in Allen, TX with additional locations in Tennessee, Mississippi, Canada, Belgium, and the Philippines.

To find out more about PFSweb, Inc. (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, 2011 and Quarterly Report on Form 10-Q for the three months ended March 31, 2012 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 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.*