



November 29, 2012

PFSweb's End2End eCommerce(R) Clients Generate Record Customer Traffic Volumes To Kick Off 2012 Holiday Shopping Season

PFSweb, Inc. (Nasdaq: PFSW), an international provider of end-to-end eCommerce solutions, today announced record customer traffic and order volumes for its North American End2End consumer packaged goods (CPG), luxury, cosmetic and apparel clients' eCommerce Direct-to-Consumer (E2E DTC) brand sites during the beginning of the 2012 Holiday Shopping Season.

Over the Thanksgiving Day period of Thursday, November 22, 2012 through Monday, November 26, 2012, including Black Friday and Cyber Monday, PFSweb's North American CPG, luxury, cosmetic and apparel E2E DTC clients' brand sites received approximately 364,000 customer orders with an average order value of more than \$102.00. These clients' websites also experienced strong customer traffic, with approximately 8 million sessions in total, including approximately 3.7 million new visitors.

Overall, PFSweb's North American CPG, luxury, cosmetic and apparel E2E DTC clients' brand sites also reported strong same-store-order volumes compared to the similar period last year, including a 69% increase in total number of customer orders, an 85% increase in total items ordered, a 53% increase in total number of visitor sessions and a 45% increase in new visitors. Same-store-sales data includes data from the CPG, luxury, cosmetic and apparel E2E DTC clients' brand eCommerce sites that were in operation during the 2011 and the 2012 Holiday Shopping Season and supported by PFSweb during both periods.

"The holiday shopping season has become a major event for PFSweb's clients as more shoppers go online to take advantage of Internet-only promotions, cross-channel offers and special events to buy gifts for their friends and family. These promotional activities drive significant customer traffic and sales to our clients' eCommerce sites," said Mike Willoughby, President of PFSweb. "As we expected and planned for in our operational plans and financial forecasts, this U.S. holiday online retail season is showing marked improvement over last year and I believe our clients are benefitting from the year over year macro growth in online sales. I am very pleased with the performance of our End2End eCommerce solution infrastructure over the past two weeks. It is gratifying to see the infrastructure and technology investments we have made this year produce tangible operation benefits for us and our clients as we scale our solution to help our clients capitalize on the sales opportunities of the season."

"While our CPG, luxury, cosmetic and apparel E2E DTC clients only represent a portion of our current business, they have been a strong growth driver for PFSweb as we continue to look to expand the number of consumer brands we support," said Mark Layton, CEO of PFSweb. "We're incredibly pleased with the results our clients have seen to kick off the Holiday Shopping Season and we continue to see overall sales at our E2E DTC clients' brands outpace the overall U.S. eCommerce market."

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 and nine months ended September 30, 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.