



July 16, 2013

## **PFSweb Extends iCommerce with Product Content Management (PCM) Powered by Riversand**

**PFSweb, Inc. (Nasdaq: PFSW)**, an international provider of end-to-end eCommerce solutions, today announced that it has signed an agreement with [Riversand Technologies](#), Inc. to embed Riversand's world-class [Product Information Management \(PIM\)](#) solution into PFSweb's End2End eCommerce® Solution. PFSweb will leverage Riversand's Enterprise PIM technology to power its new Product Content Management solution, "iCommerce PCM."

"Rich, robust digital product content has become a prerequisite for companies who would like to offer a premier omni-channel shopping experience for today's highly discriminating online consumer," said Mike Willoughby, Chief Executive Officer of PFSweb. "iCommerce PCM powered by Riversand will allow our clients to quickly on-board, cleanse, enrich and syndicate product content in order to boost sales, speed time to market, increase efficiency and improve customer loyalty. We are committed to equipping our clients with a comprehensive omni-channel solution made up of world-class technologies and services that will empower the consumer to shop without the constraints of traditional channels and make informed purchasing decisions. Upgrading our proven world-class End2End eCommerce technology solution with the Riversand solution will ensure that our expanded iCommerce offering will deliver on the promises of omni-channel commerce for our clients."

"Partnering with PFSweb will further extend Riversand's reach in our target markets," said Upen Varanasi, Founder and CEO of Riversand. "PFSweb's iCommerce suite along with the PCM solution powered by Riversand provides a best-in-class, integrated offering for both branded manufacturers and multi-channel retailers. Our joint solution offers digital differentiation in the marketplace. It enables companies to quickly on-board, manage and sell with robust product content for their omni-channel commerce operations."

### **About Riversand Technologies**

Riversand Technologies Inc. is a worldwide provider of Product Information Management (PIM), Master Data Management (MDM) and Data Quality solutions. Customers include Nordstrom, The North Face, VF Corporation, Topco Associates, Bed Bath & Beyond, PC Connection, Bluestem Brands, Schneider Electric, Siemens, Teva Pharmaceutical Industries, ConocoPhillips and ExxonMobil. Riversand's PIM and MDM solutions allow clients to manage and synchronize timely, accurate product data from their supply chains to the customer. Benefits of Riversand's solutions include accelerated time-to-market, increased sales, improved order accuracy, reduced costs, attribute rich content and enhanced customer service. Riversand is recognized by many industry analysts as a proven provider of visionary PIM and MDM solutions that will empower businesses to easily centralize, connect and control complex product content. For more information on Riversand Technologies, visit [Riversand.com](#) or follow [@RiversandMDM](#) on Twitter.

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

PFSweb is engaged by iconic brands to enable and manage customized eCommerce and omni-channel commerce initiatives. PFSweb's iCommerce Hub(SM) 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(SM) 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(SM) 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 and HERVÉ LÉGER BY MAX AZRIA. 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 months ended March 31, 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.*