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PFSweb Launches European eCommerce Site for Havaianas

PLANO, Texas, Jun 16, 2010 (BUSINESS WIRE) --

PFSweb, Inc. (Nasdaq: PFSW), PFSweb, an international business process outsourcing provider of end-to-end web commerce solutions, today announced the launch of new eCommerce sites for Havaianas, the iconic Brazilian brand of flip-flop. The site www.havaianas-store.com, which sells the footwear and accessories for women, men, children and babies, is available in 14 European countries including Germany, Spain, France, Italy, and the United Kingdom.

PFSweb created a customized end-to-end solution that includes site hosting, platform integration, logistics, fulfillment, returns management and high-touch customer contact services in 7 languages, all of which is supported from its facility in Liege, Belgium. PFSweb Interactive Marketing Services division will support a variety of initiatives including product merchandising, content management, promotional campaigns and email marketing.

"It is always exciting to welcome notable brands like Havaianas to our growing lifestyle brands portfolio serviced from our European Headquarters," stated Mike Willoughby, President of PFSweb's Services Division. "We continue to see interest in the European expansion of fashion brands and look forward to working closely with them to provide a seamless online experience for each customer.

About Havaianas

Havaianas, the iconic Brazilian brand of flip-flop, has become over the past decades a symbol of a life-style, a way of being, a state of mind. Born in 1962, Havaianas reached an established success in Brazil in the 80's and started becoming an international mania in the late 90's. In 2007/2008, the second phase of the brand's international expansion began, by establishing its proprietary operation in Manhattan for the US business and in Madrid (Alpargatas European Headquarters) for Europe. Nowadays, Havaianas fully represents the carefree, joyful and easy going Brazilian spirit anywhere in the world.

About PFSweb Inc.

PFSweb develops and deploys comprehensive end-to-end eCommerce solutions for Fortune 1000, Global 2000 and brand name companies, including interactive marketing services, global fulfillment and logistics and high-touch customer care. The company serves a multitude of industries and company types, including such clients as P&G, Carters, LEGO, AAFES, Riverbed, InfoPrint Solutions Company (a joint venture company owned by Ricoh and International Business Machines), Hawker Beechcraft Corp., Roots Canada Ltd. and Xerox.

Through its wholly owned eCOST.com subsidiary, PFSweb also serves as a leading multi-category online discount retailer of high-quality new, "close-out" and manufacturer recertified brand-name merchandise for consumers and small to medium size business buyers. The eCOST.com brand markets approximately 275,000 different products from leading manufacturers such as Sony, Hewlett-Packard, Denon, JVC, Canon, Nikon, Panasonic, Toshiba, Microsoft, Kitchen Aid, Braun, Black & Decker, Cuisinart, Coleman, and Citizen primarily over the Internet and through direct marketing.

To find out more about PFSweb, Inc. (NASDAQ: PFSW), visit the company's websites at [HTTP://WWW.PFSWEB.COM](http://WWW.PFSWEB.COM) and [HTTP://WWW.ECOST.COM](http://WWW.ECOST.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, 2009 and Quarterly Report on Form 10-Q for the three months ended March 31, 2010 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.

SOURCE: PFSweb, Inc.

PFSweb, Inc. Laura Cornstubble, 972-881-2900 x3574 Corporate Communications Manager lcornstubble@pfsweb.com or
Investors: KCSA Strategic Communications Todd Fromer / Garth Russell 212-896-1215 / 212-896-1250 tfromer@kcsa.com /
grussell@kcsa.com