



Company Contact:
Mark C. Layton
Chief Executive Officer
or Thomas J. Madden
Chief Financial Officer
(972) 881-2900

Investor Contact:
Todd Fromer / Garth Russell
Investor Relations
KCSA Strategic Communications
(212) 896-1215 / (212) 896-1250
tfromer@kcsa.com / grussell@kcsa.com

L'Oréal USA Selects PFSweb to Launch Multiple eCommerce Sites for Individual Brands

Four e-commerce brand sites launched, two more to follow

PLANO, Texas, January 4, 2012– PFSweb, Inc. (Nasdaq: PFSW), an international provider of end-to-end eCommerce solutions, today announced that they previously signed a five-year master agreement with L'Oréal USA, the New York-based subsidiary of L'Oréal S.A., a worldwide leader in the cosmetics industry, to develop and manage multiple end-to-end eCommerce solutions for some of L'Oréal's most prestigious brands.

Under the master agreement, PFSweb has launched customized eCommerce sites for four L'Oréal brands, including Kiehl's Since 1851, Lancôme, Yves St. Laurent Beauté and Giorgio Armani Beauty, all in calendar year 2010. Two additional brand sites are expected to launch in calendar year 2012. The solutions include high-touch customer care, fully branded order fulfillment, comprehensive financial transaction management, and interactive marketing services. This agreement has been previously announced and referred to as a master agreement with a luxury beauty and fragrance client.

"We chose PFSweb because of their expertise in beauty and cosmetics. With their help we can provide considerably more flexible, functional and effective solutions to our customers," said Daren Hull, Vice President of Luxury Direct, L'Oréal USA. "By utilizing PFSweb, we are able to give each of our brands unique consideration, while also providing our consumers the same high quality service that they find anytime they experience our brands in stores. We also expect to leverage PFSweb's expertise to provide each brand with innovative programs that connect directly with our customers."

Mike Willoughby, President of PFSweb, Inc., commented, "We are excited to be working with such a prestigious company and to support L'Oréal USA with the expansion of each of its brands' online presence. This master client agreement underscores our ability to create highly customized programs and implement functionality that enhances the customer experience at each touch point."

About L'Oreal

L'Oreal USA, headquartered in New York City, with 2010 sales of over \$4.7 billion and 9,800 employees, is a wholly-owned subsidiary of L'Oréal SA, the world's leading beauty company. In addition to corporate headquarters in New York, L'Oréal USA has Research and Innovation, Manufacturing and Distribution facilities across six other states including New Jersey, Kentucky, Arkansas, Illinois, Ohio, and Texas.

L'Oréal's impressive portfolio of brands includes Lancôme, Giorgio Armani Beauty, Yves Saint Laurent Beauté, Viktor & Rolf, Diesel, Cacharel, L'Oréal Paris, Garnier, Vichy, La Roche-Posay, L'Oréal Professionnel, Kérastase and Shu Uemura Art of Hair. The U.S. is the base for the product development, international marketing and advertising for L'Oréal's twelve American brands: Maybelline New York, Soft-Sheen.Carson, Kiehl's Since 1851, Ralph Lauren Fragrances, Essie Cosmetics, Redken 5th Avenue NYC, Matrix, Mizani, Pureology, SkinCeuticals and Dermablend.

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, LEGO, 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 Plano, 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, 2010 and Quarterly Report on Form 10-Q for the three and nine months ended September 30, 2011 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.

###