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## **PFSweb to Provide Infrastructure Services for Beauty Brand, Anastasia Beverly Hills**

ALLEN, TX -- (Marketwired) -- 07/07/15 -- PFSweb, Inc. (NASDAQ: PFSW), a global provider of end-to-end eCommerce solutions, has been engaged by Anastasia Beverly Hills, a leading cosmetics company, to provide infrastructure services in support of its U.S. direct-to-consumer channel.

Anastasia Beverly Hills was founded by Anastasia Soare, an iconic figure in the beauty industry and Hollywood's go-to expert on brows and contouring. Best known for its award winning brow and cult-favorite color products, Anastasia Beverly Hills also offers some of the world's best-selling cosmetics in the market today. Professional makeup artists, beauty editors and some of the largest beauty bloggers in the country look to the Anastasia Beverly Hills brand as the authority on brow and contouring products.

"The addition of another iconic beauty brand to our portfolio reflects the strength of our service offering to one of our primary target vertical markets," said Mike Willoughby, CEO of PFSweb. "Our reliable infrastructure services are widely-recognized as a valuable outsourced service that allows companies to focus on core competencies and growth. We recognize Anastasia Beverly Hills' highly-regarded status in the beauty industry and we look forward to our new relationship with such a reputable brand."

Under the agreement, PFSweb will provide order management, customer care, order fulfillment, fraud management and payment processing for Anastasia Beverly Hills' direct-to-consumer site ([www.anastasiabeverlyhills.com](http://www.anastasiabeverlyhills.com)). PFSweb began fulfillment services in June 2015 with the rest of the solution launching in August 2015.

"We turned to PFSweb due to their successful track record of supporting prominent health and beauty brands," said Tom Colley, Director of eCommerce at Anastasia Beverly Hills. "We needed a provider that could enhance our customers' shopping experience with scalable and efficient eCommerce operations. PFSweb strengthens our direct-to-consumer channel with world-class solutions that can fulfill all of our infrastructure needs."

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

PFSweb (NASDAQ: PFSW) is a global provider of end-to-end eCommerce solutions including digital agency and marketing services, technology development services, business process outsourcing services and a complete omni-channel technology ecosystem. The company provides these solutions and services to major brand names and other companies seeking to optimize every customer experience and enhance their traditional and online business channels. PFSweb supports organizations across various industries, including Procter & Gamble, L'Oreal, LEGO, Columbia Sportswear, Ricoh, Roots Canada Ltd., Diageo, BCBGMAXAZRIA, T.J. Maxx, the United States Mint, and many more. PFSweb is headquartered in Allen, TX with additional locations in Tennessee, Mississippi, Minnesota, Washington, New York, Canada, Belgium, London, Munich, Bulgaria and India. For more information, please visit [www.pfsweb.com](http://www.pfsweb.com) or download the free PFSweb IR App on your [iPhone](#), [iPad](#) or [Android](#) device.

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