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## Urban Brands Launches Ashley Stewart Online

PLANO, Texas, May 14, 2008 (BUSINESS WIRE) --

PFSweb, Inc. (NASDAQ: PFSW), an international business process outsourcing provider of end-to-end web commerce solutions, is pleased to announce the launch of the Ashley Stewart brand website, [www.ashleystewart.com](http://www.ashleystewart.com).

As previously announced, PFSweb created a high-touch customized fashion and apparel customer care and order fulfillment solution for [www.ashleystewart.com](http://www.ashleystewart.com). With the implementation completed, Ashley Stewart customers now have the ability to shop online for their favorite fashion forward and affordable apparel for plus-size woman.

As part of this launch, Ashley Stewart will be taking pre-orders, beginning today, May 14th, for their "Butterfly Bra", the bra inspired by Jill Scott, and created by and for the plus-sized woman.

"We couldn't be more pleased with the launch of the Ashley Stewart website," stated Mike Willoughby, President of PFSweb Services division. "We look forward to the continued partnership with Urban Brands and are excited to provide a world-class customer care and fulfillment solution for customers of [www.ashleystewart.com](http://www.ashleystewart.com). We remain excited about the growth of our apparel clients and believe that this partnership enhances our abilities to provide a customized and robust solution to the apparel industry."

Known as "the brand behind the brand", PFSweb provides end-to-end web commerce solutions including professional services, technology, customer care and supply chain solutions that are custom tailored to unique client requirements. PFSweb fulfills more than \$2.9 billion annually in merchandise and transactions from world-class distribution centers in; Southaven, Miss.; Memphis, Tenn.; Grapevine, Texas; Toronto, Canada; and Liege, Belgium.

About PFSweb Inc.

PFSweb develops and deploys integrated business infrastructure solutions and fulfillment services for Fortune 1000, Global 2000 and brand name companies, including third party logistics, call center support and e-commerce services. The company serves a multitude of industries and company types, including such clients as LEGO, Discovery Commerce, Riverbed, MARS Drinks North America, Hewlett-Packard, International Business Machines, Hawker Beechcraft Corp., Rene Furterer USA, 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 170,000 different products from leading manufacturers such as Sony, JVC, Canon, Hewlett-Packard, Garmin, Panasonic, Toshiba, Microsoft, Kitchen Aid, Panasonic, Black & Decker, Cuisinart, Coleman, Wilson and Nike 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> and <http://www.ecost.com>.

The matters discussed herein include forward-looking information under the Private Securities Litigation Reform Act of 1995, which 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, 2007 identifies 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. These Risk Factors include the risk of contract terminations. 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.

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