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## **Comptoir des Cotonniers Selects PFSweb to Support its Fashion and Apparel eCommerce Initiative throughout Europe**

LIEGE, Belgium, Oct 21, 2008 (BUSINESS WIRE) --

PFSweb, Inc. (NASDAQ: PFSW), an international business process outsourcing provider of end-to-end web commerce solutions, today announced its support of the launch of a new eCommerce site for Comptoir des Cotonniers, a leader in the apparel and accessories fashion industry. The site is initially available throughout France, and will launch within additional European countries by the end of 2009.

PFSweb will provide order fulfillment & distribution, returns management, customer contact support and financial management services, including credit card reconciliation and fraud management, from its European Headquarters, located in Liege, Belgium.

"We are excited to be working with the PFSweb team," stated Emmanuelle Louis, Director of eCommerce, Comptoir des Cotonniers. "We selected PFSweb because of their in-depth knowledge of the apparel industry and broad international web commerce experience. PFSweb also gave us the ability to offer our customers the payment gateways and exceptional customer service they have grown accustomed to in the stores."

"We have implemented a complete support structure for the ecommerce initiative [www.comptoirdescotonniers.com](http://www.comptoirdescotonniers.com), that will manage the total order and fulfillment process and ensure customers have a positive shopping experience," stated Martijn Duynstee, Managing Director of PFSweb Europe. "For almost a decade, we have partnered with companies to expand their presence throughout Europe. We have dedicated resources in the European markets and have successfully launched programs for some of the world's largest brands."

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 \$2.8 billion annually in merchandise and transactions from world-class distribution centers in; Southaven, Miss.; Memphis, Tenn.; Grapevine, Texas; Toronto, Canada; and Liege, Belgium.

### About Comptoir des Cotonniers

Comptoir des Cotonniers is the French women's brand whose creative style and mother and daughter campaigns have won over a large public. Each season, real duos from around the world embody the collection image.

The saga began in 1995 with the opening of 2 boutiques in Paris & Toulouse. The trade name Comptoir des Cotonniers referred to the natural fabrics, with a human dimension of exchange and proximity with the customers. The collections reflect the image of the brand -- authenticity, naturalness, and femininity. The clothes are designed so that the most sophisticated trends are reinterpreted to be constantly flattering; Its preoccupation with detail and the desire to be different have also led the brand to develop exclusive prints and fabrics. Comptoir des Cotonniers has more than 300 points of sale in the world.

### 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, 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 and Form 10-Q for the quarter ended June 30, 2008 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. 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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