## SECURITIES AND EXCHANGE COMMISSION

WASHINGTON, D.C. 20549

## FORM 8-K

CURRENT REPORT
PURSUANT TO SECTION 13 OR 15(D) OF
THE SECURITIES EXCHANGE ACT OF 1934

## DATE OF REPORT (DATE OF EARLIEST EVENT REPORTED): November 14, 2008

## PFSweb, Inc.

(Exact name of registrant as specified in its charter)

Delaware
(STATE OR OTHER JURISDICTION OF INCORPORATION)

000-28275
(COMMISSION FILE NUMBER)

500 NORTH CENTRAL EXPRESSWAY
PLANO, TX 75074
(ADDRESS OF PRINCIPAL EXECUTIVE OFFICES)
(972) 881-2900
(REGISTRANT’S TELEPHONE NUMBER, INCLUDING AREA CODE )

N/A
(FORMER NAME OR ADDRESS, IF CHANGED SINCE LAST REPORT)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:
o Written communication pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
o Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
o Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
o Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

## INFORMATION TO BE INCLUDED IN THE REPORT

## ITEM 2.02. Results of Operations and Financial Condition

On November 14, 2008, PFSweb, Inc. issued a press release announcing its financial results for the quarter ended September 30, 2008. Attached to this current report on Form $8-\mathrm{K}$ is a copy of the related press release dated November 14, 2008. The information in this Report on Form 8 -K, and the exhibit hereto, shall not be deemed "filed" for purposes of Section 18 of the Exchange Act or otherwise subject to the liability of that Section.
Exhibit No. Description

## SIGNATURE

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

## PFSweb, Inc.

Dated: November 17, 2008
By: /s/ Thomas J. Madden
Thomas J. Madden
Executive Vice President, Chief Financial and
Accounting Officer

FOR IMMEDIATE RELEASE

Contact:
Mark C. Layton Todd Fromer / Garth Russell
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# PFSweb Reports Profitable Third Quarter 2008 Results 

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## Service Fee Revenue Increases 24\% to \$23 million

PLANO, Texas, November 14, 2008 - PFSweb, Inc. (Nasdaq: PFSW), an international business process outsourcing provider of end-to-end web commerce solutions and an online discount retailer, today announced its financial results for the third quarter and nine months ended September 30 , 2008.

## Summary of consolidated results for the third quarter ended September 30, 2008:

- Total reported revenue was $\$ 109.9$ million, compared to $\$ 112.0$ million for the third quarter of 2007;
- Adjusted EBITDA (as defined) was $\$ 2.5$ million versus $\$ 3.2$ million for the same period last year;
- Net income was $\$ 43,000$, or $\$ 0.00$ per basic and diluted share, compared $\$ 162,000$, or $\$ 0.02$ per basic and diluted share, for the third quarter of 2007;
- Non-GAAP net income (as defined) was $\$ 0.4$ million, or $\$ 0.04$ per basic and diluted share, compared to non-GAAP net income of $\$ 0.5$ million, or $\$ 0.05$ per basic and diluted share, for the third quarter of 2007;
- Merchandise sales (as defined) totaled approximately $\$ 713$ million for the third quarter of 2008 versus $\$ 751$ million for the same period last year;
- Total cash, cash equivalents and restricted cash equaled $\$ 17.5$ million as of September 30, 2008 compared to $\$ 16.3$ million as of December 31 , 2007.

Summary of consolidated results for the nine months ended September 30, 2008:

- Total reported revenue was $\$ 339.1$ million, compared to $\$ 324.8$ million for the nine months ended September 30, 2007;
- Adjusted EBITDA (as defined) was $\$ 7.7$ million versus $\$ 7.3$ million for the same period last year;
- Net income was $\$ 0.5$ million, or $\$ 0.05$ per basic and diluted share, compared to a net loss of $\$ 2.0$ million, or $\$ 0.21$ per basic and diluted share, for the nine months ended September 30, 2007;
- Non-GAAP net income (as defined) was $\$ 1.6$ million, or $\$ 0.16$ per basic and diluted share, compared to a non-GAAP net loss of $\$ 0.9$ million, or $\$ 0.09$ per basic and diluted share, for the same period last year;
- Merchandise sales (as defined) totaled nearly $\$ 2.1$ billion in both the 2008 and 2007 nine month periods ended September 30.

Mark Layton, Chairman and Chief Executive Officer of PFSweb, stated, "We are pleased to announce that the third quarter of 2008 represents our sixth consecutive quarter of profitability, which was driven by another strong quarter of measurable growth in our Service Fee business. These positive results are especially significant when considering the economic challenges currently facing the global economy."

All share data and per share data in this press release reflects the impact of the Company's 1 for 4.7 reverse stock split effective June 2, 2008.

## Summary of results by business:

## Service Fee Business:

For the third quarter of 2008, Service Fee revenue increased $24 \%$ to $\$ 22.9$ million, compared with $\$ 18.4$ million for the same period in 2007. The Service Fee business reported Adjusted EBITDA of $\$ 1.5$ million for the third quarter of 2008, compared to $\$ 2.0$ million for the same period last year.

For the nine months ended September 30, 2008, Service Fee revenue increased $23 \%$ to $\$ 65.0$ million, from $\$ 53.0$ million for the same period in 2007. The Service Fee business reported Adjusted EBITDA of $\$ 4.2$ million for the nine months ended September 30, 2008, compared to $\$ 4.3$ million for the same period last year.

Mike Willoughby, President of PFSweb's services division, commented, "Our Service Fee revenue growth for both the three and nine months ended September 30, 2008 is attributable to new contracts, temporary increased activity occurring from January 2008 and ending September 2008 for our U.S. government contract and incremental project activity.
We continue to sign new Service Fee clients and maintain a robust pipeline of potential new business, which is currently in excess of $\$ 30$ million. In particular, as announced last week, we recently signed agreements with several luxury goods and fashion apparel companies, and plan to launch their programs throughout 2009. Further, our business remains competitive internationally, especially in Europe where we just launched a program for Comptoir des Cotonniers. We are excited about the success we are experiencing in engaging new clients and prospects with the end-to-end ecommerce offering we unveiled earlier this year. This new business is targeted to partially offset the impact of the non-renewal, effective early in 2009, of a large client engagement with an agency of the U.S. government. This nonrenewal, as well as the continuing economic downturn, will affect our service fee revenue and growth outlook for 2009, although our flexible business model should permit us to reduce some of our variable costs and redeploy a portion of our existing infrastructure to other client activities to partially offset the impact of these events."

## Supplies Distributors Business:

For the third quarter of 2008, Supplies Distributors revenue was $\$ 55.4$ million, compared to $\$ 58.3$ million for the same period last year. Adjusted EBITDA was $\$ 1.4$ million for the third quarter of 2008, relatively consistent with $\$ 1.6$ million for the same period last year.

For the nine months ended September 30, 2008, Supplies Distributors revenue was $\$ 177.8$ million, compared to $\$ 174.7$ million for the same period last year. Adjusted EBITDA was $\$ 5.1$ million for the nine months ended September 30, 2008, a slight increase compared to $\$ 5.0$ million for the same period last year.

Mr. Willoughby continued, "Our Supplies Distributors business continues to perform well and meet our Adjusted EBITDA expectations. Revenue for the 2008 nine month period reflects an increase year over year due to the negative impact of foreign currency fluctuations during the 2007 period that created alternative purchasing channels for certain customers, which did not occur in 2008."

## eCOST.com Business:

For the third quarter of 2008, eCOST.com revenue was $\$ 23.7$ million, compared to $\$ 27.0$ million for the same period in 2007. Adjusted EBITDA for eCOST.com in the quarter was a loss of $\$ 0.5$ million, relatively consistent with the Adjusted EBITDA loss of $\$ 0.4$ million for the same period last year.

For the nine months ended September 30, 2008, eCOST.com revenues were $\$ 74.7$ million, compared to $\$ 75.7$ million for the same period in 2007. Adjusted EBITDA for eCOST.com in the nine months ended September 30, 2008 was a loss of $\$ 1.7$ million, compared to a loss of $\$ 1.9$ million for the same period last year.

Mr. Layton continued, "While eCOST.com's revenue declined $\$ 4$ million for the quarter, we are pleased to report that our business-to-consumer (B2C) segment, which now represents $60 \%$ of eCOST.com's revenue, increased $9 \%$ over the same period in the prior year. Because of the more attractive financial characteristics of this B2C segment, including a higher gross margin, we expect to continue to place increased focus on further improving product breath, daily deal offerings and overall service to this segment. This past week, eCOST.com unveiled a number of significant enhancements to its website. These enhancements include a feature packed new edition of our patented Bargain Countdown ${ }^{\mathrm{TM}}$ shopping section, 10,000 new products in the office equipment and supply category, and a new, rich shopping cart and checkout experience. Collectively, these improvements will provide shoppers at eCOST.com improved functionality, shopping speed and overall customer experience just in time for the holiday season."

## Financial Targets for Fiscal Year 2008

As announced on November 7, 2008, PFSweb's consolidated financial targets for the year ended December 31, 2008 are total consolidated revenues for 2008 excluding pass-through revenues, of approximately $\$ 425$ million to $\$ 440$ million; Adjusted EBITDA of $\$ 10$ - $\$ 12$ million; and non-GAAP net income, which excludes the impact of stock-based compensation and amortization of identifiable intangible assets, of approximately $\$ 1$ - $\$ 3$ million for 2008. Further weakening in worldwide economic conditions may cause the Company to fall toward the lower end of these targets.

## Conference Call Information

Management will host a conference call at 9:30 a.m. Central Time (10:30 a.m. Eastern Time) on November 14, 2008 to discuss the latest corporate developments and results. To listen to the call, please dial (888) 562-3356 and enter the pin number (72555898) at least five minutes before the scheduled start time. Investors can also access the call in a "listen only" mode via the Internet at the Company's website, www.pfsweb.com. Please allow extra time prior to the call to visit the site and download any necessary audio software.
A digital replay of the conference call will be available through December 14, 2008 at (800) 642-1687, pin number (72555898). The replay also will be available at the Company's website for a limited time.

## Non-GAAP Financial Measures

This news release contains the non-GAAP measures non-GAAP net income (loss), Earnings Before Interest, Income Taxes, Depreciation and Amortization ("EBITDA"), and Adjusted EBITDA.

Non-GAAP net income (loss) represents net income (loss) calculated in accordance with U.S. GAAP as adjusted for the impact of non-cash stock-based compensation expense and amortization of identifiable intangible assets.

EBITDA represents earnings (or losses) before interest, income taxes, depreciation, and amortization. Adjusted EBITDA further eliminates the effect of stock-based compensation and merger integration related expenses.

Non-GAAP net income (loss), EBITDA and Adjusted EBITDA are used by management, analysts, investors and other interested parties in evaluating our operating performance compared to that of other companies in our industry, as the calculation of non-GAAP net income (loss) eliminates the effect of stockbased compensation and amortization of intangible assets and EBITDA and Adjusted EBITDA further eliminates the effect of financing, income taxes, the accounting effects of capital spending and certain other merger related expenses, which items may vary from different companies for reasons unrelated to overall operating performance.

PFSweb believes these non-GAAP measures provide useful information to both management and investors by excluding certain expenses that may not be indicative of its core operating results. These measures should be considered in addition to results prepared in accordance with GAAP, but should not be considered a substitute for, or superior to, GAAP results. These non-GAAP measures included in this press release have been reconciled to the GAAP results in the attached tables.

## Merchandise Sales

Merchandise sales represent the estimated value of all fulfillment activity that flows through PFSweb including whether or not PFSweb is the seller of the merchandise or records the full amount of such sales on its financial statements, excluding service fee revenues that PFSweb might recognize for the underlying sales transactions. PFSweb uses merchandise sales as an operating metric to allow investors to gain a more thorough understanding of its business and business volume, in addition to GAAP net revenue.


#### Abstract

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 200,000 different products from leading manufacturers such as Sony, Hewlett-Packard, Onkyo, Denon, JVC, Canon, Nikon, Panasonic, Toshiba, Microsoft, Dyson, 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 and 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, 2007 and Quarterly Report on From 10-Q for the quarter ended September 30, 2008 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 Report and the Risk Factors described therein. These factors include: our ability to retain and expand relationships with existing clients and attract and implement new clients; our reliance on the fees generated by the transaction volume or product sales of our clients; our reliance on our clients' projections or transaction volume or product sales; our dependence upon our agreements with IBM and Infoprint Solutions; our dependence upon our agreements with our major clients; our client mix, their business volumes and the seasonality of their business; our ability to finalize pending contracts; the impact of strategic alliances and acquisitions; trends in the e-commerce, outsourcing, government regulation both foreign and domestic and the market for our services; whether we can continue and manage growth; increased competition; our ability to generate more revenue and achieve sustainable profitability; effects of changes in profit margins; the customer and supplier concentration of our business; the unknown effects of possible system failures and rapid changes in technology; foreign currency risks and other risks of operating in foreign countries; potential litigation; the impact of our reverse stock split; our dependency on key personnel; the impact of new accounting standards and changes in existing accounting rules or the interpretations of those rules; our ability to renew or replace our credit facilities or find alternative financing; our ability to raise additional capital or obtain additional financing; our ability and the ability of our subsidiaries to borrow under current financing arrangements and maintain compliance with debt covenants; relationship with and our guarantees of certain of the liabilities and indebtedness of our subsidiaries; our ability to successfully achieve the anticipated benefits of the eCOST merger; eCOST's potential indemnification obligations to its former parent; eCOST's ability to maintain existing and build new relationships with manufacturers and vendors and the success of its advertising and marketing efforts; eCOST's ability to increase its sales revenue and sales margin and improve operating efficiencies and eCOST's ability to generate a profit and cash flows sufficient to cover the values of its intangible assets. PFSweb undertakes no obligation to update publicly any forwardlooking 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.


## PFSweb, Inc. and Subsidiaries

Unaudited Condensed Consolidated Statements of Operations (A) (In Thousands, Except Per Share Data)


| COSTS OF REVENUES: |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: |
| Cost of product revenue | 73,128 | 78,874 | 233,475 | 231,443 |
| Cost of service fee revenue | 15,588 | 12,912 | 44,537 | 38,211 |
| Cost of pass-thru revenue | 7,852 | 8,334 | 21,600 | 21,398 |
| Total costs of revenues | 96,568 | 100,120 | 299,612 | 291,052 |
| Gross profit | 13,341 | 11,875 | 39,450 | 33,750 |
| SELLING, GENERAL AND ADMINISTRATIVE EXPENSES | 12,454 | 10,678 | 36,397 | 32,493 |
| MERGER INTEGRATION EXPENSE | - | - | - | 150 |
| AMORTIZATION OF IDENTIFIABLE INTANGIBLES | 202 | 204 | 605 | 612 |
| Total operating expenses | 12,656 | 10,882 | 37,002 | 33,255 |
| Income (loss) from operations | 685 | 993 | 2,448 | 495 |
| INTEREST EXPENSE, NET | 426 | 615 | 1,123 | 1,857 |
| Income (loss) before income taxes | 259 | 378 | 1,325 | $(1,362)$ |
| INCOME TAX PROVISION | 216 | 216 | 806 | 683 |
| NET INCOME (LOSS) | \$ 43 | \$ 162 | \$ 519 | \$ (2,045) |


| NET INCOME (LOSS) PER SHARE (B) |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Basic | \$ | 0.00 | \$ | 0.02 | \$ | 0.05 | \$ | (0.21) |
| Diluted | \$ | 0.00 | \$ | 0.02 |  | 0.05 | \$ | (0.21) |

WEIGHTED AVERAGE NUMBER OF SHARES OUTSTANDING (B):

| Basic | 9,913 |  | 9,889 |  | 9,902 |  | 9,889 |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Diluted |  | 9,972 |  | 10,113 |  | 9,991 |  | 9,889 |
| NON-GAAP NET INCOME (LOSS) | \$ | 354 | \$ | 538 | \$ | 1,562 | \$ | (863) |
| EBITDA | \$ | 2,361 | \$ | 3,014 | \$ | 7,267 | \$ | 6,603 |
| ADJUSTED EBITDA | \$ | 2,470 | \$ | 3,186 | \$ | 7,705 | \$ | 7,323 |

(A) The financial data above should be read in conjunction with the audited consolidated financial statements of PFSweb, Inc. included in its Form 10-K for the year ended December 31, 2007.
(B) Historical share and per share data has been restated to represent the effect of the 1-for-4.7 reverse stock split that occurred on June 2, 2008.

## PFSweb, Inc. and Subsidiaries

Reconciliation of certain Non-GAAP Items to GAAP (In Thousands, Except Per Share Data)

|  | Three Months EndedSeptember 30, |  |  |  | Nine Months EndedSeptember 30 |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | 2008 |  | 2007 |  | 2008 |  | 2007 |  |
| NET INCOME (LOSS) | \$ | 43 | \$ | 162 | \$ | 519 | \$ | $(2,045)$ |
| Income tax expense |  | 216 |  | 216 |  | 806 |  | 683 |
| Interest expense |  | 426 |  | 615 |  | 1,123 |  | 1,857 |
| Depreciation and amortization |  | 1,676 |  | 2,021 |  | 4,819 |  | 6,108 |
| EBITDA | \$ | 2,361 | \$ | 3,014 | \$ | 7,267 | \$ | 6,603 |
| Stock-based compensation |  | 109 |  | 172 |  | 438 |  | 570 |
| Merger integration related expenses |  | - |  | - |  | - |  | 150 |
| ADJUSTED EBITDA | \$ | $\underline{ }$ 2,470 | \$ | $\xrightarrow{3,186}$ | \$ | $\underline{ } 7,705$ | \$ | 7,323 |


|  | Three Months Ended September 30, |  |  |  | Nine Months EndedSeptember 30 |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | 2008 |  | 2007 |  | 2008 |  | 2007 |  |
| NET INCOME (LOSS) | \$ | 43 | \$ | 162 | \$ | 519 | \$ | $(2,045)$ |
| Stock-based compensation |  | 109 |  | 172 |  | 438 |  | 570 |
| Amortization of identifiable intangible assets |  | 202 |  | 204 |  | 605 |  | 612 |
| NON-GAAP NET INCOME (LOSS) | \$ | 354 | \$ | 538 | \$ | 1,562 | \$ | (863) |
| NET INCOME (LOSS) PER SHARE: |  |  |  |  |  |  |  |  |
| Basic | \$ | 0.00 | \$ | 0.02 | \$ | 0.05 |  | (0.21) |
| Diluted | \$ | 0.00 | \$ | 0.02 | \$ | 0.05 |  | (0.21) |

NON-GAAP NET INCOME (LOSS) Per Share:

| Basic | \$ | 0.04 | \$ | 0.05 | \$ | 0.16 | \$ | (0.09) |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Diluted | \$ | 0.04 | \$ | 0.05 | \$ | 0.16 | \$ | (0.09) |

## PFSweb, Inc. and Subsidiaries

Unaudited Condensed Consolidated Balance Sheets
(In Thousands, Except Share Data)

|  | $\begin{gathered} \begin{array}{c} \text { September } 30, \\ 2008 \end{array} \\ \hline \end{gathered}$ |  | $\begin{gathered} \text { December 31, } \\ 2007 \\ \hline \end{gathered}$ |  |
| :---: | :---: | :---: | :---: | :---: |
| ASSETS |  |  |  |  |
| CURRENT ASSETS: |  |  |  |  |
| Cash and cash equivalents | \$ | 14,701 | \$ | 14,272 |
| Restricted cash |  | 2,780 |  | 2,021 |
| Accounts receivable, net of allowance for doubtful accounts of \$875 and \$1,483 at September 30, 2008 and December 31, 2007, respectively |  | 41,064 |  | 48,493 |
| Inventories, net of reserves of \$2,205 and \$2,080 at September 30, 2008 and December 31, 2007, respectively |  | 50,005 |  | 46,392 |
| Other receivables |  | 12,253 |  | 10,372 |
| Prepaid expenses and other current assets |  | 3,126 |  | 2,608 |
| Total current assets |  | 123,929 |  | 124,158 |
| PROPERTY AND EQUIPMENT, net |  | 12,422 |  | 11,918 |
| IDENTIFIABLE INTANGIBLES |  | 5,219 |  | 5,824 |
| GOODWILL |  | 15,362 |  | 15,362 |
| OTHER ASSETS |  | 990 |  | 911 |
| Total assets |  | 157,922 |  | 158,173 |
|  |  |  |  |  |
| LIABILITIES AND SHAREHOLDERS EQUITY |  |  |  |  |
| CURRENT LIABILITIES: |  |  |  |  |
| Current portion of long-term debt and capital lease obligations | \$ | 20,802 | \$ | 22,238 |
| Trade accounts payable |  | 62,860 |  | 56,975 |
| Accrued expenses |  | 21,265 |  | 22,438 |
| Total current liabilities |  | 104,927 |  | 101,651 |
| LONG-TERM DEBT AND CAPITAL LEASE OBLIGATIONS, less current portion |  | 2,535 |  | 6,378 |
| OTHER LIABILITIES |  | 991 |  | 1,302 |
| Total liabilities |  | 108,453 |  | 109,331 |
| COMMITMENTS AND CONTINGENCIES |  |  |  |  |
| SHAREHOLDERS' EQUITY: |  |  |  |  |
| Preferred stock, \$1.00 par value; 1,000,000 shares authorized; none issued and outstanding |  | - |  | - |
| Common stock, $\$ .001$ par value; $75,000,000$ shares authorized; $9,931,137$ and $9,909,401$ shares issued at September 30, 2008 and December 31, 2007, respectively; and 9,912,776 and 9,891,040 outstanding as of September 30, 2008 and December 31, 2007, respectively |  | 10 |  | 10 |
| Additional paid-in capital |  | 92,610 |  | 92,121 |
| Accumulated deficit |  | $(45,219)$ |  | $(45,738)$ |
| Accumulated other comprehensive income |  | 2,153 |  | 2,534 |
| Treasury stock at cost, 18,361 shares |  | (85) |  | (85) |
| Total shareholders'equity |  | 49,469 |  | 48,842 |
| Total liabilities and shareholders' equity | \$ | 157,922 | \$ | 158,173 |

## PFSweb, Inc. and Subsidiaries

Unaudited Consolidating Statements of Operations For the Three Months Ended September 30, 2008 (In Thousands)

|  | PFSweb |  | $\begin{array}{c}\text { Supplies } \\ \text { Distributors }\end{array}$ |  | eCOST |  | Eliminations |  | Consolidated |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| REVENUES: |  |  |  |  |  |  |  |  |  |  |
| Product revenue, net | \$ | - |  | 55,448 |  | 23,709 | \$ | - | \$ | 79,157 |
| Service fee revenue |  | 22,900 |  | - |  | - |  | - |  | 22,900 |
| Service fee revenue - affiliate |  | 1,886 |  | - |  | - |  | $(1,886)$ |  | - |
| Pass-thru revenue |  | 7,859 |  | - |  | - |  | (7) |  | 7,852 |
| Total revenues |  | 32,645 |  | 55,448 |  | 23,709 |  | $(1,893)$ |  | 109,909 |
| COSTS OF REVENUES: |  |  |  |  |  |  |  |  |  |  |
| Cost of product revenue |  | - |  | 51,604 |  | 21,524 |  | - |  | 73,128 |
| Cost of service fee revenue |  | 16,265 |  | - |  | - |  | (677) |  | 15,588 |
| Cost of pass-thru revenue |  | 7,859 |  | - |  | - |  | (7) |  | 7,852 |
| Total costs of revenues |  | 24,124 |  | 51,604 |  | 21,524 |  | (684) |  | 96,568 |
| Gross profit |  | 8,521 |  | 3,844 |  | 2,185 |  | $(1,209)$ |  | 13,341 |
| SELLING, GENERAL AND ADMINISTRATIVE |  |  |  |  |  |  |  |  |  |  |
| AMORTIZATION OF IDENTIFIABLE INTANGIBLES |  | - |  | - |  | 202 |  | - |  | 202 |
| Total operating expenses |  | 8,515 |  | 2,417 |  | 2,933 |  | $(1,209)$ |  | 12,656 |
| Income (loss) from operations |  | 6 |  | 1,427 |  | (748) |  | - |  | 685 |
| INTEREST EXPENSE (INCOME), NET |  | (50) |  | 466 |  | 10 |  | - |  | 426 |
| Income (loss) before income taxes |  | 56 |  | 961 |  | (758) |  | - |  | 259 |
| INCOME TAX PROVISION (BENEFIT) |  | (213) |  | 429 |  | - |  | - |  | 216 |
| NET INCOME (LOSS) | \$ | 269 | \$ | 532 | \$ | (758) | \$ | - | \$ | 43 |
| NON-GAAP NET INCOME (LOSS) | \$ | 378 | \$ | 532 | \$ | $\stackrel{(556)}{ }$ | \$ | - | \$ | 354 |
| EBITDA | \$ | 1,432 | \$ | 1,429 |  | (500) | \$ | - | \$ | 2,361 |
| ADJUSTED EBITDA | \$ | 1,541 | \$ | 1,429 |  | (500) | \$ | - | \$ | 2,470 |

A reconciliation of NET INCOME (LOSS) to EBITDA and ADJUSTED EBITDA follows:

| NET INCOME (LOSS) | \$ | 269 | \$ | 532 | \$ | (758) | \$ | - | \$ | 43 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Income tax expense (benefit) |  | (213) |  | 429 |  | - |  | - |  | 216 |
| Interest expense (income) |  | (50) |  | 466 |  | 10 |  | - |  | 426 |
| Depreciation and amortization |  | 1,426 |  | 2 |  | 248 |  | - |  | 1,676 |
| EBITDA | \$ | 1,432 | \$ | 1,429 | \$ | (500) | \$ | - | \$ | 2,361 |
| Stock-based compensation |  | 109 |  | - |  | - |  | - |  | 109 |
| ADJUSTED EBITDA | \$ | 1,541 | \$ | 1,429 | \$ | (500) | \$ | - | \$ | 2,470 |

A reconciliation of NET INCOME(LOSS) to NON-GAAP
NET INCOME (LOSS) follows:

| NET INCOME (LOSS) | \$ | 269 | \$ | 532 | \$ | (758) | \$ | - | \$ | 43 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Stock-based compensation |  | 109 |  | - |  | - |  | - |  | 109 |
| Amortization of intangible assets |  | - |  | - |  | 202 |  | - |  | 202 |
| NON-GAAP NET INCOME (LOSS) | \$ | 378 | \$ | 532 | \$ | (556) | \$ | - | \$ | 354 |

## PFSweb, Inc. and Subsidiaries

Unaudited Consolidating Statements of Operations For the Nine Months Ended September 30, 2008 (In Thousands)

|  | PFSweb |  | $\begin{array}{c}\text { Supplies } \\ \text { Distributors }\end{array}$ |  | eCOST |  | Eliminations |  | Consolidated |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| REVENUES: |  |  |  |  |  |  |  |  |  |  |
| Product revenue, net | \$ | - |  | 177,795 | \$ | 74,701 | \$ | - |  | 252,496 |
| Service fee revenue |  | 64,966 |  | - |  | - |  | - |  | 64,966 |
| Service fee revenue - affiliate |  | 6,106 |  | - |  | - |  | $(6,106)$ |  | - |
| Pass-thru revenue |  | 21,565 |  | - |  | - |  | 35 |  | 21,600 |
| Total revenues |  | 92,637 |  | 177,795 |  | 74,701 |  | (6,071) |  | 339,062 |
| COSTS OF REVENUES: |  |  |  |  |  |  |  |  |  |  |
| Cost of product revenue |  | - |  | 165,103 |  | 68,372 |  | - |  | 233,475 |
| Cost of service fee revenue |  | 46,587 |  | - |  | - |  | $(2,050)$ |  | 44,537 |
| Cost of pass-thru revenue |  | 21,565 |  | - |  | - |  | 35 |  | 21,600 |
| Total costs of revenues |  | 68,152 |  | 165,103 |  | 68,372 |  | (2,015) |  | 299,612 |
| Gross profit |  | 24,485 |  | 12,692 |  | 6,329 |  | (4,056) |  | 39,450 |
| SELLING, GENERAL AND ADMINISTRATIVE |  |  |  |  |  |  |  |  |  |  |
| AMORTIZATION OF IDENTIFIABLE INTANGIBLES |  | - |  | - |  | 605 |  | - |  | 605 |
| Total operating expenses |  | 24,774 |  | 7,556 |  | 8,728 |  | (4,056) |  | 37,002 |
| Income (loss) from operations |  | (289) |  | 5,136 |  | $(2,399)$ |  | - |  | 2,448 |
| INTEREST EXPENSE (INCOME), NET |  | (110) |  | 1,216 |  | 17 |  | - |  | 1,123 |
| Income (loss) before income taxes |  | (179) |  | 3,920 |  | $(2,416)$ |  | - |  | 1,325 |
| INCOME TAX PROVISION (BENEFIT) |  | (658) |  | 1,464 |  | - |  | - |  | 806 |
| NET INCOME (LOSS) | \$ | 479 | \$ | 2,456 |  | $(2,416)$ | \$ | - | \$ | 519 |
| NON-GAAP NET INCOME (LOSS) | \$ | 917 | \$ | 2,456 |  | $\xrightarrow{(1,811)}$ | \$ | - | \$ | 1,562 |
| EBITDA |  | 3,785 |  | 5,148 |  | $(1,666)$ | \$ | - | \$ | 7,267 |
| ADJUSTED EBITDA |  | 4,223 |  | 5,148 |  | $(1,666)$ | \$ | - | \$ | 7,705 |

A reconciliation of NET INCOME (LOSS) to EBITDA and ADJUSTED EBITDA follows:

| NET INCOME (LOSS) | \$ | 479 | \$ | 2,456 | \$ | $(2,416)$ | \$ | - | \$ | 519 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Income tax expense (benefit) |  | (658) |  | 1,464 |  | - |  | - |  | 806 |
| Interest expense (income) |  | (110) |  | 1,216 |  | 17 |  | - |  | 1,123 |
| Depreciation and amortization |  | 4,074 |  | 12 |  | 733 |  | - |  | 4,819 |
| EBITDA | \$ | 3,785 | \$ | 5,148 | \$ | $(1,666)$ | \$ | - | \$ | 7,267 |
| Stock-based compensation |  | 438 |  | - |  | - |  | - |  | 438 |
| ADJUSTED EBITDA | \$ | 4,223 | \$ | 5,148 | \$ | $(1,666)$ | \$ | - | \$ | 7,705 |

A reconciliation of NET INCOME(LOSS) to NON-GAAP
NET INCOME (LOSS) follows:

| NET INCOME (LOSS) | \$ | 479 | \$ | 2,456 | \$ | $(2,416)$ | \$ | - | \$ | 519 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Stock-based compensation |  | 438 |  | - |  | - |  | - |  | 438 |
| Amortization of intangible assets |  | - |  | - |  | 605 |  | - |  | 605 |
| NON-GAAP NET INCOME (LOSS) | \$ | 917 | \$ | 2,456 |  | $(1,811)$ | \$ | - | \$ | ,562 |

## PFSweb, Inc. and Subsidiaries

Unaudited Condensed Consolidating Balance Sheets as of September 30, 2008 (In Thousands)


## LIABILITIES AND SHAREHOLDERS EQUITY

 CURRENT LIABILITIES:| Current portion of long-term debt and capital lease obligations | \$ 8,257 | \$ 12,545 | \$ - | \$ | \$ 20,802 |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Trade accounts payable | 8,185 | 49,089 | 6,667 | $(1,081)$ | 62,860 |
| Accrued expenses | 12,651 | 6,122 | 2,492 | - | 21,265 |
| Total current liabilities | 29,093 | 67,756 | 9,159 | $(1,081)$ | 104,927 |
| LONG-TERM DEBT AND CAPITAL LEASE OBLIGATIONS, less current portion | 2,535 | - | - | - | 2,535 |
| NOTES PAYABLE TO AFFILIATES | - | 5,505 | 15,340 | $(20,845)$ | - |
| OTHER LIABILITIES | 792 | - | 199 | - | 991 |
| Total liabilities | 32,420 | 73,261 | 24,698 | $(21,926)$ | 108,453 |

## COMMITMENTS AND CONTINGENCIES

| SHAREHOLDERS' EQUITY: |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Common stock | 10 | - | 19 | (19) | 10 |
| Capital contributions | - | 1,000 | - | $(1,000)$ | - |
| Additional paid-in capital | 92,610 | - | 28,059 | $(28,059)$ | 92,610 |
| Retained earnings (accumulated deficit) | $(23,349)$ | 6,104 | $(21,920)$ | $(6,054)$ | $(45,219)$ |
| Accumulated other comprehensive income | 2,153 | 2,769 | - | $(2,769)$ | 2,153 |
| Treasury stock | (85) | - | - | - | (85) |
| Total shareholders' equity | 71,339 | 9,873 | 6,158 | $(37,901)$ | 49,469 |
| Total liabilities and shareholders' equity | \$103,759 | \$ 83,134 | \$ 30,856 | \$ (59,827) | \$ 157,922 |

## PFSweb, Inc. and Subsidiaries

Unaudited Consolidating Statements of Operations For the Three Months Ended September 30, 2007
(In Thousands)

|  | PFSweb |  | $\begin{gathered} \text { Supplies } \\ \text { Distributors } \end{gathered}$ |  | eCOST |  | Eliminations |  | Consolidated |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| REVENUES: |  |  |  |  |  |  |  |  |  |  |
| Product revenue, net | \$ | - | \$ | 58,313 | \$ | 26,950 | \$ | - | \$ | 85,263 |
| Service fee revenue |  | 18,398 |  | - |  | - |  | - |  | 18,398 |
| Service fee revenue - affiliate |  | 2,001 |  | - |  | - |  | $(2,001)$ |  | - |
| Pass-thru revenue |  | 8,415 |  | - |  | - |  | (81) |  | 8,334 |
| Total revenues |  | 28,814 |  | 58,313 |  | 26,950 |  | (2,082) |  | 111,995 |
| COSTS OF REVENUES: |  |  |  |  |  |  |  |  |  |  |
| Cost of product revenue |  | - |  | 54,295 |  | 24,581 |  | (2) |  | 78,874 |
| Cost of service fee revenue |  | 13,585 |  | - |  | - |  | (673) |  | 12,912 |
| Cost of pass-thru revenue |  | 8,415 |  | - |  | - |  | (81) |  | 8,334 |
| Total costs of revenues |  | 22,000 |  | 54,295 |  | 24,581 |  | (756) |  | 100,120 |
| Gross profit |  | 6,814 |  | 4,018 |  | 2,369 |  | (1,326) |  | 11,875 |
| SELLING, GENERAL AND ADMINISTRATIVE |  |  |  |  |  |  |  |  |  |  |
| AMORTIZATION OF IDENTIFIABLE INTANGIBLES |  | - |  | - |  | 204 |  | - |  | 204 |
| Total operating expenses |  | 6,699 |  | 2,448 |  | 3,061 |  | (1,326) |  | 10,882 |
| Income (loss) from operations |  | 115 |  | 1,570 |  | (692) |  | - |  | 993 |
| INTEREST EXPENSE (INCOME), NET |  | 48 |  | 582 |  | (15) |  | - |  | 615 |
| Income (loss) before income taxes |  | 67 |  | 988 |  | (677) |  | - |  | 378 |
| INCOME TAX PROVISION (BENEFIT) |  | (142) |  | 358 |  | - |  | - |  | 216 |
| NET INCOME (LOSS) |  | 209 | \$ | 630 | \$ | (677) | \$ | - | \$ | 162 |
| NON-GAAP NET INCOME (LOSS) | \$ | 381 | \$ | 630 | \$ | (473) | \$ | - | \$ | 538 |
| EBITDA | \$ | 1,875 | \$ | 1,576 | \$ | (437) | \$ | - | \$ | 3,014 |
| ADJUSTED EBITDA |  | 2,047 | \$ | 1,576 | \$ | (437) | \$ | - | \$ | 3,186 |

A reconciliation of NET INCOME (LOSS) to EBITDA and ADJUSTED EBITDA follows:

| NET INCOME (LOSS) | \$ | 209 | \$ | 630 | \$ | (677) | \$ | - | \$ | 162 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Income tax expense (benefit) |  | (142) |  | 358 |  | - |  | - |  | 216 |
| Interest expense (income) |  | 48 |  | 582 |  | (15) |  | - |  | 615 |
| Depreciation and amortization |  | 1,760 |  | 6 |  | 255 |  | - |  | 2,021 |
| EBITDA | \$ | 1,875 | \$ | 1,576 | \$ | (437) | \$ | - | \$ | 3,014 |
| Stock-based compensation |  | 172 |  | - |  | - |  | - |  | 172 |
| ADJUSTED EBITDA | \$ | 2,047 | \$ | 1,576 | \$ | (437) | \$ | - | \$ | 3,186 |

A reconciliation of NET INCOME (LOSS) to NON-GAAP NET INCOME(LOSS) follows:

| NET INCOME (LOSS) | \$ | 209 | \$ | 630 | \$ | (677) | \$ | - | \$ | 162 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Stock-based compensation |  | 172 |  | - |  | - |  | - |  | 172 |
| Amortization of intangible assets |  | - |  | - |  | 204 |  | - |  | 204 |
| NON-GAAP NET INCOME (LOSS) | \$ | 381 | \$ | 630 | \$ | (473) | \$ | - | \$ | 538 |

## PFSweb, Inc. and Subsidiaries

Unaudited Consolidating Statements of Operations For the Nine Months Ended September 30, 2007
(In Thousands)

|  | PFSweb |  | $\begin{array}{c}\text { Supplies } \\ \text { Distributors }\end{array}$ |  | eCOST |  | Eliminations |  | Consolidated |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| REVENUES: |  |  |  |  |  |  |  |  |  |  |
| Product revenue, net | \$ | - |  | 174,718 | \$ | 75,680 | \$ | - |  | \$ 250,398 |
| Service fee revenue |  | 53,006 |  | - |  | - |  | - |  | 53,006 |
| Service fee revenue - affiliate |  | 6,067 |  | - |  | - |  | $(6,067)$ |  | - |
| Pass-thru revenue |  | 21,656 |  | - |  | - |  | (258) |  | 21,398 |
| Total revenues |  | 80,729 |  | 174,718 |  | 75,680 |  | $(6,325)$ |  | 324,802 |
| COSTS OF REVENUES: |  |  |  |  |  |  |  |  |  |  |
| Cost of product revenue |  | - |  | 162,146 |  | 69,303 |  | (6) |  | 231,443 |
| Cost of service fee revenue |  | 40,184 |  | - |  | - |  | $(1,973)$ |  | 38,211 |
| Cost of pass-thru revenue |  | 21,656 |  | - |  | - |  | (258) |  | 21,398 |
| Total costs of revenues |  | 61,840 |  | 162,146 |  | 69,303 |  | $(2,237)$ |  | 291,052 |
| Gross profit |  | 18,889 |  | 12,572 |  | 6,377 |  | $(4,088)$ |  | 33,750 |
| SELLING, GENERAL AND ADMINISTRATIVE <br> $\begin{array}{lllll}\text { EXPENSES } & 20,547 & 7,574 & 8,460 & (4,088)\end{array}$ |  |  |  |  |  |  |  |  |  |  |
| MERGER INTEGRATION EXPENSE |  | - |  | - |  | 150 |  | - |  | 150 |
| AMORTIZATION OF IDENTIFIABLE INTANGIBLES |  | - |  | - |  | 612 |  | - |  | 612 |
| Total operating expenses |  | 20,547 |  | 7,574 |  | 9,222 |  | $(4,088)$ |  | 33,255 |
| Income (loss) from operations |  | $(1,658)$ |  | 4,998 |  | $(2,845)$ |  | - |  | 495 |
| INTEREST EXPENSE (INCOME), NET |  | 96 |  | 1,807 |  | (46) |  | - |  | 1,857 |
| Income (loss) before income taxes |  | $(1,754)$ |  | 3,191 |  | $(2,799)$ |  | - |  | $(1,362)$ |
| INCOME TAX PROVISION (BENEFIT) |  | (471) |  | 1,154 |  | - |  | - |  | 683 |
| NET INCOME (LOSS) |  | $(1,283)$ | \$ | 2,037 |  | $(2,799)$ | \$ | - |  | $(2,045)$ |
| NON-GAAP NET INCOME (LOSS) |  | (713) |  | 2,037 |  | $\stackrel{(2,187)}{ }$ | \$ | - |  | \$ (863) |
| EBITDA | \$ | 3,684 |  | 5,013 |  | $(2,094)$ | \$ | - |  | 6,603 |
| ADJUSTED EBITDA | \$ | 4,254 |  | 5,013 |  | $\stackrel{(1,944)}{ }$ | \$ | - |  | \$ 7,323 |

A reconciliation of NET INCOME (LOSS) to EBITDA and
ADJUSTED EBITDA follows:

| NET INCOME (LOSS) | \$ | $(1,283)$ | \$ | 2,037 | \$ | $(2,799)$ | \$ | - | \$ | $(2,045)$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Income tax expense (benefit) |  | (471) |  | 1,154 |  | - |  | - |  | 683 |
| Interest expense (income) |  | 96 |  | 1,807 |  | (46) |  | - |  | 1,857 |
| Depreciation and amortization |  | 5,342 |  | 15 |  | 751 |  | - |  | 6,108 |
| EBITDA | \$ | 3,684 | \$ | 5,013 | \$ | $(2,094)$ | \$ | - | \$ | 6,603 |
| Stock-based compensation |  | 570 |  | - |  | - |  | - |  | 570 |
| Merger integration expense |  | - |  | - |  | 150 |  | - |  | 150 |
| ADJUSTED EBITDA | \$ | 4,254 | \$ | 5,013 | \$ | $(1,944)$ | \$ | - | \$ | 7,323 |

A reconciliation of NET INCOME (LOSS) to NON-GAAP
NET INCOME (LOSS) follows:

| NET INCOME (LOSS) | \$ | $(1,283)$ | \$ | 2,037 | \$ | $(2,799)$ | \$ | - | \$ | $(2,045)$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Stock-based compensation |  | 570 |  | - |  | - |  | - |  | 570 |
| Amortization of intangible assets |  | - |  | - |  | 612 |  | - |  | 612 |
| NON-GAAP NET INCOME (LOSS) | \$ | (713) | \$ | 2,037 |  | $(2,187)$ | \$ | - | \$ | (863) |

PFSweb, Inc. and Subsidiaries
Unaudited Condensed Consolidating Balance Sheets
as of December 31, 2007
(In Thousands)

|  | PFSweb | Supplies Distributors | eCOST | Eliminations | Consolidated |
| :---: | :---: | :---: | :---: | :---: | :---: |
| ASSETS |  |  |  |  |  |
| CURRENT ASSETS: |  |  |  |  |  |
| Cash and cash equivalents | \$ 10,835 | \$ 1,757 | \$ 1,680 | \$ | \$ 14,272 |
| Restricted cash | 50 | 1,464 | 507 | - | 2,021 |
| Accounts receivable, net | 21,366 | 25,126 | 2,585 | (584) | 48,493 |
| Inventories, net | - | 39,596 | 6,796 | - | 46,392 |
| Other receivables | 211 | 10,161 | - | - | 10,372 |
| Prepaid expenses and other current assets | 923 | 1,321 | 364 | - | 2,608 |
| Total current assets | 33,385 | 79,425 | 11,932 | (584) | 124,158 |
| PROPERTY AND EQUIPMENT, net | 11,549 | 21 | 348 | - | 11,918 |
| NOTES RECEIVABLE FROM AFFILIATES | 18,645 | - | - | $(18,645)$ | - |
| INVESTMENT IN AFFILIATES | 38,609 | - | - | $(38,609)$ | - |
| IDENTIFIABLE INTANGIBLES | - | - | 5,824 | - | 5,824 |
| GOODWILL | - | - | 15,362 | - | 15,362 |
| OTHER ASSETS | 762 | - | 149 | - | 911 |
| Total assets | $\underline{ }$ | 79,446 | $\underline{ }$ 33,615 | $(57,838)$ | 158,173 |

LIABILITIES AND SHAREHOLDERS EQUITY
CURRENT LIABILITIES:

| Current portion of long-term debt and capital lease obligations | \$ 10,063 | \$ 12,175 | \$ | \$ | - | \$ | 22,238 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Trade accounts payable | 5,615 | 43,265 | 8,679 |  | (584) |  | 56,975 |
| Accrued expenses | 11,604 | 7,416 | 3,418 |  | - |  | 22,438 |
| Total current liabilities | 27,282 | 62,856 | 12,097 |  | (584) |  | 101,651 |


| LONG-TERM DEBT AND CAPITAL LEASE OBLIGATIONS, less current portion | 6,378 | - | - | - | 6,378 |
| :---: | :---: | :---: | :---: | :---: | :---: |
| NOTES PAYABLE TO AFFILIATES | - | 6,005 | 12,640 | $(18,645)$ | - |
| OTHER LIABILITIES | 998 | - | 304 | - | 1,302 |
| Total liabilities | 34,658 | 68,861 | 25,041 | $(19,229)$ | 109,331 |

## COMMITMENTS AND CONTINGENCIES

| SHAREHOLDERS' EQUITY: |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Common stock | 10 |  | - | 19 | (19) | 10 |
| Capital contributions | - |  | 1,000 | - | $(1,000)$ | - |
| Additional paid-in capital | 92,121 |  | - | 28,059 | $(28,059)$ | 92,121 |
| Retained earnings (accumulated deficit) | $(26,288)$ |  | 6,601 | $(19,504)$ | $(6,547)$ | $(45,738)$ |
| Accumulated other comprehensive income | 2,534 |  | 2,984 | - | $(2,984)$ | 2,534 |
| Treasury stock | (85) |  | - | - | - | (85) |
| Total shareholders' equity | 68,292 |  | 10,585 | 8,574 | $(38,609)$ | 48,842 |
| Total liabilities and shareholders' equity | \$102,950 | \$ | 79,446 | \$ 33,615 | \$ (57,838) | \$ 158,173 |

## eCOST.com, Inc.

Selected Operating Data

|  | Three Months Ended September 30, |  |  |  |
| :---: | :---: | :---: | :---: | :---: |
|  |  | 2008 |  | 2007 |
| Total Customers (1) |  | 1,839,824 |  | 1,720,259 |
| Active Customers (2) |  | 178,610 |  | 162,583 |
| New Customers (3) |  | 34,748 |  | 21,462 |
| Number of Orders (4) |  | 71,575 |  | 64,975 |
| Average Order Value (5) | \$ | 323 | \$ | 405 |
| Advertising Expense (6) |  | 273,935 |  | 219,800 |
| Cost to Acquire a New Customer (7) | \$ | 5.62 | \$ | 7.08 |

(1) Total customers have been calculated as the cumulative number of customers for which orders have been taken from eCOST.com's inception to the end of the reported period.
(2) Active customers consist of the approximate number of customers who placed orders during the 12 months prior to the end of the reported period.
(3) New Customers represent the number of persons that established a new account and placed an order during the reported period.
(4) Number of orders represents the total number of orders shipped during the reported period (not reflecting returns).
(5) Average order value has been calculated as gross sales divided by the total number of orders during the period presented. The impact of returns is not reflected in average order value.
(6) Advertising expense includes the total dollars spent on advertising during the reported period, including internet, direct mail, print and e-mail advertising, as well as customer list enhancement services.
(7) Catalog expense of $\$ 78,814$ and $\$ 67,811$ was not included in the 2008 and 2007 calculation, respectively, as it is used for retention and not acquisition.

