



May 25, 2010

PFSweb Announces Pricing of \$7 Million Common Stock Offering

PLANO, Texas, May 25, 2010 (BUSINESS WIRE) --

PFSweb, Inc. (Nasdaq:PFSW), an international business process outsourcing services provider of end-to-end web commerce solutions and an online discount retailer, today announced that it has priced a public offering of 2,000,000 shares of its common stock at \$3.50 per share. PFSweb has granted the underwriters in the offering an option to purchase up to 300,000 additional shares of common stock at the same price per share to cover any over-allotments. The public offering of shares is expected to close on May 28, 2010.

Assuming no exercise of underwriter's over-allotment option, PFSweb expects to receive net proceeds from the offering of approximately \$6.3 million after deducting underwriting discounts and commissions and estimated expenses of the offering. PFSweb will use the net proceeds for general corporate purposes, including acquiring or investing in businesses, products or technologies.

Craig-Hallum Capital Group acted as the lead underwriter for the offering. Stonegate Securities acted as co-manager for the offering. The offering is being made only by means of an electronic prospectus and related prospectus supplement. Copies of the electronic prospectus and the prospectus supplement are available on the Securities and Exchange Commission's website at www.sec.gov.

This press release does not constitute an offer to sell these securities or a solicitation of an offer to buy these securities, nor shall there be any sale of these securities in any state or jurisdiction in which such an offer, solicitation or sale would be unlawful prior to registration or qualification under the securities laws of any such state or jurisdiction.

About PFSweb, Inc.

PFSweb develops and deploys comprehensive end-to-end eCommerce solutions for Fortune 1000, Global 2000 and brand name companies, including interactive marketing services, global fulfillment and logistics and high-touch customer care. The company serves a multitude of industries and company types, including such clients as P&G, LEGO, AAFES, Riverbed, InfoPrint Solutions Company (a joint venture company owned by Ricoh and International Business Machines), Hawker Beechcraft Corp., 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 275,000 different products from leading manufacturers such as Sony, Hewlett-Packard, 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>.

SOURCE: PFSweb, Inc.

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