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eCOST.com Announces "Secret Sale" Just in Time for the 2009 Holiday Season

EL SEGUNDO, Calif., Nov 13, 2009 (BUSINESS WIRE) --

eCOST.com, a wholly owned subsidiary of PFSweb, Inc. (Nasdaq: PFSW), and a leading multi-category online discount retailer of more than 300k brand-name products from leading technology, electronics, and consumer brand manufacturers, announced that it has launched an exciting new site feature called "Secret Sale". Working closely with its manufacturer partners, Secret Sale will offer closeout merchandise at prices up to 80% off suggested retail. Access to Secret Sale is free, but is limited to registered customers of eCOST.com.

Secret Sale is an exclusive eCOST.com feature which offers deeply-discounted new, recertified and closeout merchandise. In addition to the unbeatable pricing, many of the offers will also include Free Shipping! Secret Sale will include amazing offers on eCOST.com's hottest products, including notebooks, home electronics, cameras, LCD TVs, netbooks, iPods, and more. Quantities for each Secret Sale will be limited to a certain number of units per product and once it is sold out, the Secret Sale for that product will be gone forever! New Secret Sales will be offered as frequently as manufacturer supplies allow and, in some cases, multiple Secret Sale offers will be available daily.

How do you get invited to the eCOST.com Secret Sale?

- 1) Click on the Secret Sale Logo within your daily eCOST.com HotSheet email
- 2) Enter your eMail address and the secret code provided to join the Secret Sale
- 3) Be sure to check each day for the updated 24-hour Secret Sale code

Customers are invited to participate in today's Secret Sale by visiting www.ecost.com/secretsale.aspx and entering the Secret Sale Code 609089b221

"Secret Sale is our most aggressive idea yet to offer manufacturers a vibrant outlet and customers an incredible product price they won't find anywhere else. Don't expect these deals to remain a secret for long. Effective today, eCOST.com is now offering access to Secret Sale to all eCOST.com registered customers," said Gary Guy, President of eCOST.com. "Our beta test of Secret Sale was overwhelmingly positive, with the number of unique visitors to the eCOST.com site jumping more than 75%!"

"The technology behind Secret Sale was developed over the past year by our outstanding team of technology developers and engineers at PFSweb, Inc., including team members from both our Texas and Manila development labs," stated PFSweb Chief Executive Officer and Chairman Mark C. Layton. "Our deployment of this new technology capability is not only exciting for our eCOST.com manufacturer partners and customers, but also allows us to provide a live example of our private sale capabilities and features to PFSweb's Service Fee division clients. Using eCOST.com as a launch pad for new technology capabilities allows us to iron out the final wrinkles, test capabilities and scale and then quickly revise, adjust and re-launch new technology. We believe this approach allows us to internally develop key 'plug in' concepts at a fraction of the cost to acquire such capabilities from a third party provider."

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 fulfilment and logistics and high-touch customer care.. The company serves a multitude of industries and company types, including such clients as LEGO, Riverbed, InfoPrint Solutions Company (a joint venture company owned by Ricoh and 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 more than 300,000 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>.

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, 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 and Quarterly Reports and the Risk Factors described therein. 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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