



August 12, 2008

## Roots.com Re-Platforms with PFSweb's End-to-End Solution

PLANO, Texas, Aug 12, 2008 (BUSINESS WIRE) --

PFSweb, Inc. (Nasdaq: PFSW), a global provider of end-to-end web commerce solutions for leading online retailers and manufacturers, today announced the launch of an end-to-end solution for Roots.com that features the Demandware eCommerce Platform and integration with select interactive marketing partners, including Sitebrand and Coremetrics. The Canadian and U.S. online storefronts also feature user experience design by Fluid's award winning interactive agency team, and will soon offer hosted social commerce capabilities from Bazaarvoice, including product ratings and reviews. In addition, the robust solution includes inventory capabilities, including carbon neutral shipping options, which supply Roots' international customers, in over 30 countries, from multiple North American distribution centers.

James Connell, Senior Director of E-Commerce, Digital Marketing & New Media for Roots, commented, "We are excited to launch a new and improved eCommerce channel that better serves the needs of our customers and positions our brand for accelerated online growth. PFSweb's end-to-end solution is bolstered by the dynamic capabilities across leading technology and marketing partners. This new solution offers us multiple upgrades from our previous site, powerful marketing and merchandising capabilities, and tremendous flexibility and control over our brand. Most critical to Roots, it also allows us to better serve our online customers' needs and improve their overall shopping experience."

"The launch of the new Roots.com represents a significant milestone for our company," said Mike Willoughby, President of PFSweb Services Division. "We carefully architected our end-to-end eCommerce solution to address the specific needs of our clients and their customers, and we're excited to see such synergy and close collaboration between the various partners, all market leaders, that comprise and bolster this solution. We felt that compromise was not an option, so we worked closely with Roots to define exactly what the ideal solution would entail...and then we crafted it. Roots has been an important client of ours for the past nine years. We've seen them maintain an unwavering commitment to their customers and translate that into all aspects of how they operate their business. Now that we have an optimized, scalable solution in place, we are all focused on generating demand and facilitating profitable growth."

As previously announced, Roots.com has migrated to the Demandware platform to leverage the full benefits of PFSweb's end-to-end offering. With Demandware as the core eCommerce platform for the Roots online storefronts, the brand is able to utilize increased eCommerce functionality and retain full control over merchandising promotions, search, catalog, pricing and all other aspects of the online shopping experience. With Demandware, Roots can easily customize their sites to reflect the unique Roots brand experience.

The newly launched initiative also empowers Roots' eCommerce channel with enhanced interactive marketing capabilities. "Company-wide, we are very focused on growing our online channel and building multi-channel relationships with our customers," added James Connell. "With the right partners in place, my team is better able to extend the Roots brand in the online format and merchandise while tailoring our dialogue to each customer and their unique desires and needs. For example, Sitebrand provides Roots with the tools to present relevant, personalized web content to unique site visitors or segments, based on individual visitor attributes and behaviors, such as first time visitors, referring URLs, search engine keywords, connection speed, geo-location, click-paths, time spent on site and buying history. This results in increased shopper conversion rates, increased revenues and increased customer satisfaction. With Coremetrics, we have greater visibility into customer behavior and key performance metrics, and through integration with our other marketing partners, can optimize personalization efforts. Fluid enhanced the shopping experience with a fresh visual design, extending the values of our brand to online shoppers. Bazaarvoice, when launched, will allow us to have dialogue with our customers and better understand their thoughts and reactions to our products, as well as facilitate interactions within the community."

Mike Willoughby concluded, "This is precisely what we mean by end-to-end eCommerce solutions. PFSweb will continue to extend value to online brands through finely engineered, comprehensive solutions that take unique brand requirements into consideration and weave them into a robust offering that integrates the right marketing partners for accelerated demand generation, the right eCommerce platform for robust capability, and our own world-class services that extend the customer experience beyond the virtual world to high-touch customer care and reliable order fulfillment."

About Bazaarvoice:

Bazaarvoice offers outsourced technology, services, analytics, and expertise to help companies enhance the online shopping experience with social commerce applications that drive sales. Bazaarvoice Ratings & Reviews™, Ask & Answer™, and Stories™

deliver immediate success by minimizing implementation risk and maximizing the strategic impact of user-generated review content through complete customization, deep integration, community management, advanced analytics, search engine optimization, and syndication across the Web and to offline channels.

Bazaarvoice was named to the 2007 Red Herring Global 100 and 2006 Red Herring Top 100 lists and received the 2006 ClickZ Marketing Innovation of the Year award. Bazaarvoice currently serves over 200 eCommerce leaders including Borders, Dell, Macy's, Office Depot, Inc., Overstock.com, PETCO, P&G, QVC, Sears, and ZipRealty. The company has headquarters in Austin, TX, and offices in London, Paris, and Singapore. For more information, please visit the company's Web site at [www.bazaarvoice.com](http://www.bazaarvoice.com), read the blog at [www.bazaarblog.com](http://www.bazaarblog.com), or email [info@bazaarvoice.com](mailto:info@bazaarvoice.com).

#### About Coremetrics:

Coremetrics is the leading provider of digital marketing optimization solutions. Its solutions generate high return on online marketing investment and continue to pay daily dividends in improved marketing performance. Over 1,000 online business sites, transacting over \$15 billion this year, are now using Coremetrics' Software as a Service (SaaS) solution to optimize online marketing efforts. Coremetrics' solutions encompass advanced online analytics and precision marketing applications, including search engine bid management, email marketing and cross sell applications to acquire customers more cost effectively, increase conversion rates, and increase lifetime customer value. The company is privately held with funding from 3i, Accel Partners, FTVentures and Highland Capital Partners, is headquartered in San Mateo, California and competes with Omniture and Webtrends. To learn more about Coremetrics, visit [www.coremetrics.com](http://www.coremetrics.com).

#### About Demandware:

Demandware drives the success of high-growth brands with the only enterprise-class On-Demand eCommerce Platform that empowers merchandising and marketing talent with total control over the shopping experience and continuous competitive differentiation. Leading brands such as Bare Escentuals, Barneys New York, House of Fraser, Lucy Activewear, Playmobil, Sally Beauty Supply and Timberland leverage Demandware's enterprise class eCommerce functionality and automatic upgrades to help achieve higher conversion rates, increase average order size, and improve customer retention. Demandware is the only on-demand eCommerce solution that enables the rapid rollout of new sites, provides ubiquitous access to business and technical users, and is backed by a patented grid computing architecture that delivers capacity as needed for performance and reliability that exceeds industry standards. For more information about Demandware, visit [www.demandware.com](http://www.demandware.com), call 888-553-9216 or email [info@demandware.com](mailto:info@demandware.com).

#### About Fluid:

Fluid creates engaging online retail experiences that drive conversion, customer satisfaction and brand loyalty. Founded in 1990, Fluid has a customer list that includes major online retailers such as Reebok, Timberland, JanSport, Design Within Reach and The North Face, among others. More information about Fluid is available at [www.fluid.com](http://www.fluid.com).

#### About Roots

Established in Toronto in 1973 by co-founders Michael Budman and Don Green, Roots is Canada's leading lifestyle brand, offering a wide range of clothing, leather goods and accessories for men and women of all ages. The privately held company operates nearly 150 branded stores, including more than 125 in Canada, 5 in the United States and 18 in Taiwan. Roots products are also sold by independent retailers and department stores around the world.

To find out more about Roots Canada Ltd., visit [www.roots.com](http://www.roots.com).

#### About Sitebrand:

Sitebrand.com Inc. provides online marketing solutions and related services to major retailers across North America and Europe. Based on its proprietary software, Sitebrand's Segment&Serve™ personalization solution delivers personalized online marketing campaigns for websites, email, search engine marketing, blogs, banners, point of sale, or any other web medium. Using Sitebrand, online retailers are able to develop customized marketing campaigns that leverage anonymous web analytics and visitor behavior, providing each visitor with a personalized experience to that particular visitor in real-time--generating more customers, more profit per customer, more customer loyalty, and more conversions. Sitebrand was founded in 2000 and is headquartered in Gatineau, Quebec.

#### About PFSweb Inc.

PFSweb develops and deploys integrated business infrastructure solutions, technology 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, 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 [www.PFSweb.com/end2end.htm](http://www.PFSweb.com/end2end.htm) 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 Form 10-Q for the quarter ended March 31, 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. 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.

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