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## **PFSweb to Offer Complete Solution for Discovery Channel's eCommerce and Catalog Business**

PLANO, Texas, Mar 25, 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 a new agreement with The Discovery Channel Store, Inc., the number-one nonfiction media company, to support [Discoverystore.com](http://Discoverystore.com) and the Discovery Channel Store Catalog with technology, customer care and fulfillment. The solution will also include technology and services support for front-end product planning and procurement.

[Discoverystore.com](http://Discoverystore.com) and the Discovery Channel Store Catalog offer an expanded assortment of proprietary Discovery merchandise, including videos, toys and electronics. Discovery has developed a broad customer base for its consumer products, with [Discoverystore.com](http://Discoverystore.com) logging more than 13 million unique visitors annually, and the Discovery Channel Store Catalog distributed to nearly 10 million consumers annually.

Mike Willoughby, President of PFSweb's services division, stated, "Discovery offers an exciting line of products that tie into its hit television programming, including Planet Earth and Dirty Jobs. Like Discovery's programming, its merchandise attracts customers of every age from around the world, drawing a large number of visitors to its web site and catalog. We look forward to working with Discovery and helping them continue to build their eCommerce business and enhancing their brand name."

Known as "the brand behind the brand," PFSweb provides end-to-end web commerce solutions including website creation, hosting, professional services, technology, customer care and supply chain solutions that are custom tailored to unique client requirements. PFSweb fulfills more than \$2.6 billion annually in merchandise and transactions on behalf of its clients from world-class distribution centers in; Memphis, Tenn.; Southaven, Miss.; Grapevine, Texas; Toronto, Canada; and Liege, Belgium.

### About Discovery Communications

Discovery Communications is the number-one nonfiction media company reaching more than 1.5 billion cumulative subscribers in over 170 countries. Discovery's 100-plus worldwide networks are led by Discovery Channel, TLC, Animal Planet, The Science Channel, Discovery Health and HD Theater, with digital media properties including [HowStuffWorks.com](http://HowStuffWorks.com). Discovery Communications is owned by Discovery Holding Co. (NASDAQ: DISCA, DISCB), Advance/Newhouse Communications and John S. Hendricks, Discovery's founder and chairman. For more information please visit [www.discoverycommunications.com](http://www.discoverycommunications.com).

### 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, Riverbed, Fathead, CHiA'SSO, MARS Drinks North America (formerly FLAVIA® Beverage Systems), Hewlett-Packard, International Business Machines, Hawker Beechcraft Corp. (formerly Raytheon Aircraft Company), 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 technology and consumer electronics for consumers and small to medium size business buyers. The eCOST.com brand markets approximately 110,000 different products from leading manufacturers such as Sony, JVC, Canon, Hewlett-Packard, Denon, Onkyo, Garmin, Panasonic, Toshiba and Microsoft 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.

PFSweb, Inc. Laura Osborne, 972-881-2900 x3574 Corporate Communications Manager [losborne@pfsweb.com](mailto:losborne@pfsweb.com) or Investors: KCSA Strategic Communications Todd Fromer / Garth Russell 212-896-1215 / 212-896-1250 [tfromer@kcsa.com](mailto:tfromer@kcsa.com) /

grussell@kcsa.com