



September 23, 2013

PFSweb Launches First eCommerce Site under Master Services Agreement with Fortune 500 Retailer

ALLEN, Texas, Sept. 23, 2013 /PRNewswire/ -- **PFSweb, Inc. (Nasdaq: PFSW)**, an international provider of end-to-end eCommerce solutions, today announced the launch of the first eCommerce site under a master services agreement with a leading Fortune 500 retailer. Under the agreement, PFSweb is providing order management, payment processing, fraud management, customer care and order fulfillment services utilizing its iCommerce Centers of Excellence^(SM) in Memphis, TN and Dallas, TX. It is expected that additional sites will be launched under the agreement in the future.

(Logo: <http://photos.prnewswire.com/prnh/20130919/NY82414LOGO>)

"In today's retail environment, it is more important than ever to develop an omni-channel commerce solution that enhances the customer experience. That's why we are very excited to be working with this retailer to reestablish their eCommerce presence which provides customers with a wide selection of brand name apparel and accessories," said Mike Willoughby, CEO of PFSweb, Inc. "The biggest names in the fashion and apparel industry continue to turn to us because of our demonstrated track record in developing and supporting large, complex implementations. We look forward to helping this client and others leverage their brands to grow sales and take market share in the increasingly competitive online channel."

"We are pleased to have completed the implementation efforts to launch the first site of the master services agreement we had previously mentioned on our most recent earnings conference call," added Willoughby.

About PFSweb, Inc.

PFSweb is engaged by iconic brands to enable and manage customized eCommerce and omni-channel commerce initiatives. PFSweb's iCommerce Hub^(SM) technology ecosystem offers retailers a multi-channel order management system that allows partner/client data integration and international payment processing. PFSweb's iCommerce Professional Service^(SM) provides interactive marketing services, eCommerce web site development and support services, IT development services, product content management, customer intelligence and relationship and account management services. PFSweb's iCommerce Centers of Excellence^(SM) provides global fulfillment and logistics, high-touch customer care and client financial services.

Together, PFSweb's iCommerce Solutions allow for international reach and expertise in both direct-to-consumer and business-to-business initiatives. PFSweb supports organizations across multiple industries including Procter & Gamble, L'Oreal, LEGO, Columbia Sportswear, Sorel, Carter's, AAFES, Riverbed, Ricoh, Hawker Beechcraft Corp, Roots Canada Ltd., Diageo, BCBGMAXAZRIA, BCBGENERATION, and HERVE LEGER BY MAX AZRIA. PFSweb is headquartered in Allen, TX with additional locations in Tennessee, Mississippi, Canada, Belgium, and the Philippines.

To find out more about PFSweb (NASDAQ: PFSW), visit the company's website at <http://www.PFSweb.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, 2012 and Quarterly Report on Form 10-Q for the three and six months ended June 30, 2013 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 of the Company 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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| PFSweb Contact: | |
| Mike Willoughby | Todd Framer / Garth Russell |
| Chief Executive Officer | Investor Relations |
| or Thomas J. Madden | KCSA Strategic Communications |
| Chief Financial Officer | (212) 896-1215 / (212) 896-1250 |
| (972) 881-2900 | tframer@kcsa.com / grussell@kcsa.com |

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