



October 24, 2013

United States Mint Selects PFSweb's End2End eCommerce® Platform

ALLEN, Texas, Oct. 23, 2013 /PRNewswire/ -**PFSweb, Inc. (NASDAQ: PFSW)**, an international provider of end-to-end eCommerce solutions, has been awarded a new contract with the United States Mint to develop and deploy a direct-to-consumer eCommerce solution in support of its multi-channel retail sales program for numismatics products.

In addition to developing the website to replace the current catalog site (www.usmint.gov/catalog), PFSweb will provide a complete end-to-end eCommerce solution, including the iCommerce Hub^(SM) technology ecosystem featuring the Demandware eCommerce platform, iCommerce Agent^(SM) customer care portal as well as client data integration, payment processing, store integration and point-of-sale technologies and business intelligence reporting. Additionally, the United States Mint will be supported with distribution logistics management services, web site sales returns processing services and customer care services utilizing PFSweb's iCommerce Centers of Excellence^(SM) in Memphis, TN and Dallas, TX.

PFSweb will also provide a wide range of iCommerce Professional Services^(SM) under a multi-year agreement including eCommerce creative development, email marketing, web analytics, and product merchandising. Targeted launch for the new eCommerce solution is the fall of 2014.

"We are very excited to announce that PFSweb again has the opportunity to support the United States Mint," said Mike Willoughby, CEO of PFSweb. "This effort will highlight our ability to deliver a comprehensive eCommerce solution for an Internet Retailer top 100 brand and I believe this effort will validate the value of our iCommerce solution for very large online retailers like the United States Mint."

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, HERVE LEGER BY MAX AZRIA, The TJX Companies, Inc., T.J. Maxx, and the United States Mint. 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.

PFSweb Contact:	

Mike Willoughby	Todd Fromer / 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	tfromer@kcsa.com / grussell@kcsa.com

SOURCE PFSweb, Inc.