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Amer Sports Group Selects PFSweb to Launch a Global eCommerce Solution for its Suunto Brand

PFSweb, Inc. (Nasdaq: PFSW) an international provider of end-to-end e-commerce solutions, announced today the expansion of the customized e-commerce solution for Suunto, a leading designer and manufacturer of sports precision instruments for diving, training, mountaineering, hiking, skiing and sailing. PFSweb now supports Suunto's e-commerce activity in France, Germany, Poland, Austria, UK and Sweden, with additional European countries to follow.

PFSweb is providing a custom logistic solution to support Suunto's e-commerce activity, including inventory control and warehousing, order fulfillment, quality control, fraud mitigation, returns management and client services from PFSweb's facility in Liege, Belgium. PFSweb also provides high - touch customer care services, including chat functionality and e-mail support services in multiple languages.

"We are excited to be working with the PFSweb team," stated Nicolas Pothier, E-Commerce Manager EMEA for Suunto. "PFSweb's e-commerce expertise across Europe and their scalability have been key to the success of Suunto's e-commerce activity in Europe. We are delighted to be the second Amer Sports brand to be on board and are looking forward to working with PFSweb."

"We are excited to continue to expand the e-commerce support for well-known brands within the Amer Sports group," stated Martijn Duynstee, VP & Managing Director of PFSweb Europe. "The addition of the Suunto brand to our European client base is a great example of the increasing opportunities for companies to expand into global markets seamlessly by utilizing our end-to-end e-commerce platform."

About Suunto

Suunto is a leading designer and manufacturer of sports precision instruments for diving, training, mountaineering, hiking, skiing and sailing. Prized for their intuitive design, accuracy and dependability, their precise instruments combine the aesthetics and functionality of watches with sport-specific computers that help athletes at all levels analyze and improve their performance.

Suunto has channeled its engineering processes and sporting passions into designing the best instruments for the most challenging conditions. Whether divers, mountaineers, runners or other athletes, and regardless of skill level, the Suunto user community is bonded by a common passion for performance and design. Suunto products and services provide accurate and reliable guidance about their users' environment and their bodies, and inspire them to push their limits and get the most out of their active lifestyle.

About PFSweb

Iconic brands engage PFSweb to enable their eCommerce initiatives. PFSweb's End2End eCommerce® solution includes interactive marketing services, robust eCommerce technology, global fulfillment and logistics, high-touch customer care, financial services, and order management. PFSweb's eCommerce solutions provide international reach and expertise in both direct-to-consumer and business-to-business initiatives, supporting organizations across multiple industries including Procter & Gamble, L'Oreal, LEGO, Columbia Sportswear, Sorel, Carter's, Lucky Brand Jeans, Kate Spade New York, Juicy Couture, AAFES, Riverbed, Ricoh, Hawker Beechcraft Corp, Roots Canada Ltd. and Xerox. PFSweb is headquartered in Allen, TX with additional locations in Tennessee, Mississippi, Canada, Belgium, and the Philippines.

To find out more about PFSweb, Inc. (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, 2011 and Quarterly Report on Form 10-Q for the three months ended March 31, 2012 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.