



June 25, 2012

PFSweb Nets Master Agreement with Amer Sports Group and will Launch U.S. eCommerce Solution for Six Brands

PFSweb, Inc. (Nasdaq: PFSW) an international provider of end-to-end e-commerce solutions, announced today a multi-year direct-to-consumer agreement within the U.S. for six brands under the Amer Sports Group corporate umbrella. Amer Sports is a sporting goods company with internationally recognized brands including Salomon, Wilson, Atomic, Bonfire, Mavic, and Suunto. PFSweb currently supports Suunto's e-commerce activity in the U.S.

PFSweb is providing a custom direct-to-consumer solution to support the brands under Amer Sports Group e-commerce activity in the U.S., including order management, financial and fulfillment services.

"We are excited to grow our partnership with the PFSweb team," stated Victor Duran, SVP of Marketing & Business to Consumer for Amer Sports. "We chose to extend our relationship with PFSweb within the U.S. due to their exemplary direct-to-consumer support for our brands across Europe and the fact that they are able to give each of our brands unique consideration while providing our consumers the same high quality service that they experience within our brands' stores."

"We are excited to support the U.S. direct-to-consumer services for the well-known brands within the Amer Sports group," stated Mike Willoughby, President of PFSweb, Inc. "This master client agreement highlights our general appeal for companies with multiple brands. Our ability to create highly customized programs and implement functionality that enhances the customer experience for each brand with the added cost benefits of scale has enabled PFSweb to stand out among the competition."

About Amer Sports Group

Amer Sports (www.amersports.com) is a sporting goods company with internationally recognized brands including Salomon, Wilson, Atomic, Arc'teryx, Precor, Suunto and Mavic. The company's technically-advanced sports equipment, footwear and apparel improve performance and increase the enjoyment of sports and outdoor activities. The Group's business is balanced by its broad portfolio of sports and products and a presence in all major markets. Amer Sports shares are listed on the NASDAQ OMX Helsinki stock exchange.

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.